

# Older People as Models in Malaysian Television and Print Advertisements

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## **ABSTRACT**

Despite a global ageing population, many businesses in general and advertisers in particular have been criticised for not meeting the needs of older consumers. Older Malaysians are relatively neglected and ignored by marketing and advertising although this market is growing. The majority of research pertaining to ageing consumers has been conducted in Western countries and cannot always be applied to the East because of cultural differences. As Malaysia is experiencing a demographic transition where the number of older people is increasing, it is essential for advertisers and marketers to understand older adults' specific preferences in the marketplace.

The central aim of this research is to advance knowledge by analysing the usage and portrayal of older models in both television and print advertisements in Malaysia and investigating the attitude of older consumers towards such advertisements. This study evaluates the portrayal in terms of function and roles of older adults in both television and print advertisements. On top of that, attitudes of older consumers towards the use of older models in advertising are also investigated. Since not many studies on cognitive age has been done particularly in Malaysia, this study also measures cognitive age among older adults and analyses its impact on attitudes towards older advertising models. Lastly, this study has also compared and contrasted the attitudes of older and younger adults towards older models in advertisements.

Based on the review of the international literature pertaining to older adults in advertising in terms of their representation, roles in advertisements, the way older models are portrayed in advertising, age-related social attitudes in terms of young people attitudes towards age and ageing and also discussion on the concept of age, a number of propositions emerged. Several relevant gerontological, psychological and sociological theories and concepts also underpin the review of the literature.

Content analyses were used to analyse the use and portrayal of older adults. A total of 2,230 TV advertisements and 2,687 print advertisements comprise the sample, making this the largest content analysis of Malaysian advertising ever conducted. Then, a total of 600 questionnaires comprising 400 from adults' age 50+ years and, for comparative purposes, 200 from younger people, were collected in order to assess attitudes towards different portrayals of older models. Cognitive age was also measured.

The findings of this thesis have made several contributions to knowledge. First, this is the first Malaysia study to consider the use and portrayal of older models in both print and television advertisements. Results show that older adults in Malaysian advertising are portrayed as active, happy and are shown in a variety of settings. These findings are in contrast to many international studies, and are important because advertising can impact the way older adults are treated in society and influence the self-esteem of older adults themselves. Second, the thesis analyses the different ways in which gender is depicted in advertising, and finds that despite older females being financially

successful, advertising still restricts them to mostly support roles and rarely shows them in non-domestic settings. Third, the thesis has also considered how different ethnic groups are portrayed in ads and analysed attitudes of different ethnic groups towards older models which have never been studied before, which have implications for advertising design. Fourth, the study establishes that older Malaysian consumers use advertising to inform product choices in different ways to younger adults. Different media usage and attitudes towards advertisements also emerged among the older group, all of which have implications for segmentation as well as helping marketers to design better advertising strategies and media plans. Fifth, the study explores age differences in attitudes towards older advertising models and finds that younger people actually had more positive attitudes towards advertisements with positive portrayals than did the older adults. However, advertisements that portray older models with positive stereotype are more preferable by older adults compared to younger people. Lastly, this study has also measured self-perceived age among older Malaysian consumers, considers the impact of self-perceived age on attitudes towards older models in advertisements, and finds that self-perceived or cognitive age is a useful concept for consideration when advertising to this increasingly important consumer market. Existing literature indicates limited research has identified segments of older adults in Malaysia. The findings of this study on media usage and self-perceived age make a significant contribution to the body of knowledge on segmentation of older Malaysian adults. The different segmentation variables that emerged from this study show that older consumers are not a homogeneous demographic.

In addition to these contributions to knowledge, the study strengthens and contributes to theoretical perspectives on successful ageing. Notably, this research finds that older Malaysians are capable of remaining socially active and continue many behavioural patterns with which they are comfortable. These findings support Activity Theory and Continuity Theory. A key contribution to these theories is the finding of a ‘youth bias’ in that older Malaysians feel on average 14 years younger than their actual age. The research therefore lends a new dimension of support for these key gerontological theories.

The thesis makes several practical contributions. The research finds that older adults rely on product and service information contained in advertising to make purchase decisions, hence informational as opposed to solely emotional advertising execution strategies should work well with this older demographic. Second, the findings pertaining to self-perceived age suggest that advertisers should create ads that portray older adults in the same way as they perceive themselves. Results also suggest that both younger and older adults prefer older adults to be portrayed in a positive light in advertisement. Indeed, younger people showed more positive attitudes towards older adults that portray positive stereotypes in advertisements compared with older people themselves.

Analysis of the study data revealed that the methods used in this study are appropriate to be employed with this age group and the study has guided other researchers in ways of collecting data from older adults. This study has also suggested that mixed methods can be also applied to get in depth analysis.

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# **CHAPTER 1**

## **1 INTRODUCTION**

### **1.1 BACKGROUND TO THE RESEARCH**

The rapidly ageing population of the industrialised world is well documented, with projections suggesting that by 2050 the over-60s will comprise a third of the population in the developed world. The numbers of very old are also increasing, and by 2050 there will be almost 379 million people worldwide aged 80 and above, about 5.5 times as many as in year 2000 (i.e. 69 million person) (United Nations, 2015). Globally, senior consumers (those aged 50+) in the year of 2015 rose by 55 million and the proportion of older adults reached 8.5 percent of total population. It is expected that older population is projected to almost double to 1.6 billion globally (He, Goodkind & Kowal, 2016). In Asia-Pacific, older consumers comprise not only the fastest growing but also the wealthiest of all segments (Walker, 2011). Asian countries such as Japan, Singapore and Malaysia are rapidly progressing through demographic transition and population ageing (He, Goodkind & Kowal, 2016). While Malaysia's current population does not reflect the astonishing proportions of old people that can be found in some countries, the country is nevertheless experiencing a phenomenal demographic transition. Censuses between the years 2000-2015 reveal an increase in those aged 60 and over from 3.9% to 5.5% (Malaysia Department of Statistics, 2016). More importantly, the standard of living for older consumers in Malaysia is increasing, and they have access to substantial disposable and discretionary income (Ong, Kitchen & Jama, 2008).

Given the projected growth and spending power of older adults, it is essential for organisations to understand the market comprising them, in order to better cater for these senior adults and to further develop their own business strategies to increase market share (Hasbullah, 2007). Gerontologists have long recognised that people age



socially and psychologically as well as physically (Riley, 1985) and also that people age at different rates (Jarvik, 1975). Consequently, research clearly demonstrates that as people age they become more dissimilar (Moschis, 2000), which means that they simply will not be able to identify with the advertising messages that are traditionally aimed at younger cohorts.

Malaysian-based empirical research into marketing and advertising to older consumers is sparse, and there is evidence to suggest that many businesses are not yet properly prepared to serve this growing and increasingly important market (Walker, 2011) despite the fact that many international researchers have shown that this group respond to and depend on advertisements for information (Simcock & Sudbury, 2006). As this segment is increasing in size, it is essential for companies and advertisers to give more interest to this market (Ong & Chang, 2009). The only previous research into older advertising models in Malaysia (Ong & Chang, 2009) focused on television advertising, and there is a research gap in that print media has never been studied in this context. Older advertising models are a vital reference group and serve as essential external stimulus (Milliman & Erffmeyer, 1990) to motivate other older people to purchase products or services. Given the big and potentially affluent prospective market that is moving towards old age, it would be beneficial to marketers to better understand the implications of the way these older adults are portrayed in Malaysian print media.

Moreover, Malaysia's population is multi-ethnic, and is unique because these different ethnic groups age at different rates due to varying socio-demographic conditions (Tengku Aizan & Masud, 2010). Based on the survey by Malaysia Demographic Profile (2015), Malaysia has a total population of 30 million people and consists of different ethnic groups dominated mainly by Malays and other Bumiputera groups (61.5%), followed by Chinese (24.1%), Indians (7.1%) and other unlisted ethnic groups (7.3%). Prior research has never before considered this unique cultural heritage and there is therefore a research gap to discover if different ethnic groups react differently towards advertising for older adults.

Finally, prior research suggests that chronological age is a poor indicator of behaviour (Jarvik, 1975) and many older people feel younger than their actual age (Sudbury, 2004). This self-perceived or cognitive age (Barak & Schiffman, 1981) may give a better insight into the consumer behaviour of older adults than can chronological age alone. For this reason, this thesis will consider cognitive age in addition to chronological age and in so doing will be the first Malaysian study to consider how cognitive age impacts attitudes towards older models in advertising.

## **1.2 RESEARCH AIMS AND OBJECTIVES**

Given the situation outlined above, the central aim of this research is to:

*Advance knowledge by analysing the usage and portrayal of older models in both television and print advertising in Malaysia, and investigate the attitudes of older consumers toward such advertisements.*

Specifically, therefore, the research objectives are to:

1. Ascertain the inclusion levels of older adults in both television and print advertisements.
2. Evaluate the portrayal (function and role) of older adults in these advertisements.
3. Investigate the attitudes of older consumers towards the use of older models in advertising.
4. Measure cognitive age among older adults and analyse its impact on attitudes towards older models.
5. Compare and contrast the attitudes of older and younger adults toward older advertising models.

### **1.3 OUTLINE OF THE THESIS**

This thesis is divided into six chapters. Chapter 1 presents the introduction to the research area and the central aims and objectives. Additionally, chapter 1 justifies the research and outlines the gaps and contribution to knowledge.

Chapter 2 comprises a review of the literature. It begins by discussing the importance and value of advertising, analyses the literature concerned with ageism, reviews theories related to ageing and advertising, examines all previous studies that relate to the ways in which older adults are portrayed in advertising, and evaluates the concept of self-perceived age. Finally, the chapter considers cultural issues because older adults in Asia may differ to those in Western countries where the bulk of knowledge pertaining to older consumers originates. A series of propositions emerge from the review of the literature.

Chapter 3 explains the positivist approach taken in this research. This chapter justifies the methodologies used and explains the research methods. These research methods comprise content analyses and a survey. The chapter details the coding procedure used in the content analyses, before explaining instrument development, pilot testing, sampling technique and the ethical considerations of the research.

Chapters 4 and 5 present the analyses of the data. The results of the content analyses are presented in chapter 4, while chapter 5 analyses the results of the survey.

Chapter 6 discusses these results in relation to prior literature, concludes the study, considers its original contributions to knowledge and discusses its implications for both research and practice.

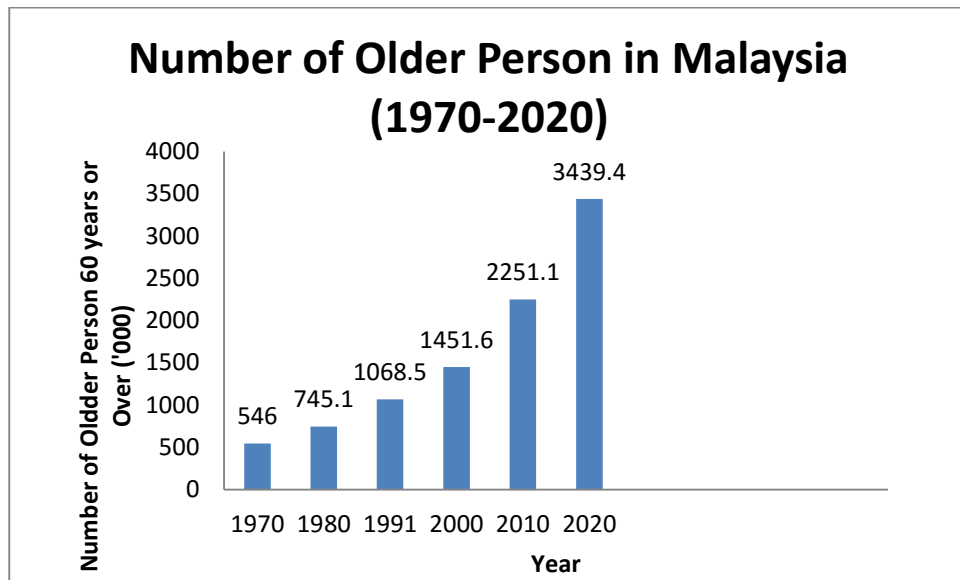
## **1.4 JUSTIFICATION FOR THE RESEARCH**

This study is justified on a number of theoretical and practical grounds. These include the growing importance of older consumers, their relative neglect by marketing and advertising, and knowledge gaps with regards to the specific case of Malaysia.

### **1.4.1 The Growing Importance of Older Consumers**

No precise figures exist for Malaysians who are over 50, but analysis of the UN statistics suggests that currently approximately 15% of the population (2.8 million) is aged 50 years and above. Previously, in 2000, the number of older adults aged 50 years and above was 1.45 million or 6.2% of the total population. By 2010, this number increased to 2.25 million or 7.9% of the total population (Department of Statistics, 2013). Malaysia currently has about 3 million or 9.1% of people aged 60 years and above, and the number is rising. The number of older adults age 60 years and above is expected to rise by 9.9% by 2020 and 11% by 2025 (Tengku Aizan & Masud, 2010).

*Figure 1.1 Number of People in Malaysia 60 years or Over (1970-2020)*



Ong and Phillips (2007) found older Malaysians to be rather discerning, price conscious consumers with good ability to discriminate, a finding that suggests they are not very different from their senior counterparts in many other countries (Sudbury & Simcock, 2009).

In 2008, Ong, Kitchen and Jama found older consumers (aged 60 years and above) in Malaysia spent most on food, rent, healthcare expenses and fuel, which accounted for 67 percent of their monthly expenditure, leaving relatively little disposable income for other potential purchases (Ong, Kithchen & Jama, 2008). However, this situation is expected to change because the youngest of the Baby Boomer cohort have now reached senior consumer status. This cohort of older consumers have higher level of educational achievement and income than previous generations (Moschis & Ong, 2012), thus the attractiveness of this market segment is expected to grow. Therefore, older consumers are important from both a size and spending power perspective, making them a

potentially important market, though this is often overlooked (Ong & Phillips, 2007). Moreover, many of these older consumers are techno-savvy which therefore impacts their ability to consume (Gilleard, 1996), though it is believed that they rely heavily on media to obtain information to assist with decision making pertaining to everyday consumption activities (Moschis & Ong, 2012).

#### **1.4.2 The Relative Neglect of Older Consumers**

An extensive review of the literature led Evers (1998, p. 20) to conclude that “there is little commercial interest in presenting older people at all”. Since his observation, many content analyses of advertisements across the world have found this to be true, even when a content analysis includes print media where high numbers of the target readership are over 50 years old (Carrigan & Szmigin, 2000), and in advertisements for products oriented to seniors (Peterson, 1995). The underrepresentation of older adults in advertisements is not limited to a minority of countries and cultures, but has been found to exist in Australia (Higgs & Milner, 2005), Canada (Davis & Carson, 1998; Zhou & Chen, 1992), Germany (Kessler, Schneider & Bowen, 2009), India (Harwood & Roy, 1999), Japan (Prieler, 2012; Prieler et al., 2009), South Korea (Lee et al., 2006), Taiwan (Morton & Chen, 2009), the UK (Carrigan & Szmigin, 1998; Simcock & Sudbury, 2006), and the United States (Robinson 1998; Tupper 1995). There is little evidence to suggest that this situation is any different now to when Evers made his observation in 1998. Indeed, Giegetich (2012) notes that many businesses have been slow to target older adults specifically with the majority of advertising spend still going on targeting the under 50s (Nielsen, 2012; Haslam, 2012).

Potential reasons for this neglect include outdated misconceptions, prejudices (Mumel & Prodnik, 2005) and stereotypes (Niemelä-Nyrhinen, 2007), the belief that youth is glamorous whilst middle-aged is not (Schewe, 1991), the belief that older people do not want to see older models in advertising (Nelson & Smith, 1988), or that marketers

themselves are young and are therefore unable to empathize with older consumers (Treguer, 2002; Waite, 2008). Greco (1989) found reluctance among advertising executives to use older models for mainstream products, even for products where older persons are above average users, due to a fear that younger buyers would be deterred if older adults were used. Whatever the reasons, the empirical research is consistent and overwhelming: the numbers of older models in advertising across the world does not reflect the numbers of older people in the population.

There is also overwhelming evidence to suggest that when older models are used in advertising, they tend to be given minor or background as opposed to major roles (Kessler, Schwender & Bowen, 2009; Roy & Harwood, 1997; Swayne & Greco, 1987; Zhou & Chen, 1992). Additionally, advertisements that do feature older adults tend to be for limited product categories, with older adults rarely featuring in ads for products such as cosmetics and other beauty products, clothing and fashion, and cars (Carrigan & Szmigin, 1998; Simcock & Sudbury, 2006).

#### **1.4.3 Asia and the Special Case for Malaysia**

In line with so many other countries, older consumers in Malaysia “tend to be either ignored or thought of as small and insignificant” (Ong & Philips, 2007: p. 88). As Asian markets are growing and becoming popular for investment (Tamaki, 2013), advertising plans and tactics in Asia are considered to be particularly important (Tai, 1997). Yet, the majority of research pertaining to ageing consumers has been conducted in Western countries, and cannot always be applied to the East because of cultural differences. Respect for older adults is profoundly rooted in the norms of Asian collectivist culture (Sung, 2001). In contrast, social behaviour in Western individualist cultures is guided by personal attitudes (Kashima et al., 1992) and the accomplishment of individual goals is stressed. Cuddy, Norton and Fiske (2005) in their study found that

Westerners stand alone in their perception of older adults as warm and caring though feeble. Liu et al. (2003) found that older adults in Chinese society are respected and revered for their wisdom and experience, with older adults being perceived as optimistic, generous and health conscious. Young Chinese people are nurtured to respect, care for, and be obedient to older people (Ho, 1996). Ironically, as Ng et al. (2002) note, some aspects of Asian culture, particularly filial piety, may have perpetuated older adults as being invisible from the marketplace, due to them being treated with “venerable respect rather than as active participants” (Ong & Phillips, 2007, p. 88). However, a study by Gerlock (2006) claims that there are mixed feelings towards older adults in Asian countries, suggesting this traditional pattern may be shifting. Some older adults in Asia lack self-confidence about their capabilities and due to deteriorating health they are beginning to feel like a burden to their families. Gerlock (2006) further adds that in several Asian countries, particularly Bangladesh, Hong Kong, Korea and China, those older adults who are poor are concerned about growing old, feeling that survival is difficult and surrounded by uncertainty and even suffering.

Most Eastern studies pertaining to age and culture focus on the Chinese population, and there are vast differences between China and Malaysia. Yet, only one prior study (Ong & Chang, 2009) has ever analysed the age of models in Malaysian advertisements, and this concentrated solely on television advertising. Consequently, the current study will be the first to consider print advertisements.

Malaysia is unique in that its population is multi-ethnic, comprising Malays and other Bumiputera groups (62%), as well as large proportions of Chinese (24%), Indians (7%), and other ethnic groups (7%) (Malaysia Demographic Profile, 2015). Differences between the ways in which these ethnic groups age have been found (Tengku Aizan & Masud, 2010) and each group displays different cultural characteristics (Rabieyah & Hajar, 2003) which affects their consumer behaviour (Ong, Kitchen & Jama, 2008; Moschis & Ong, 2011). The ways in which older adults in general, and perhaps the different ethnic groups in particular, are portrayed in advertising is therefore worthy of investigation, especially in light of the fact that different languages are widely used



across Malaysian television and print advertisements. Indeed, it has been claimed that consumers favour advertisements that serve core cultural values (Zhang & Gelb, 1996) and consider local cultural values to be particularly persuasive (Gregory & Munch, 1997; Taylor & Stern, 1997). Yet, a focus on the different ethnic groups in Malaysia with regards to their attitudes toward older models in advertising has never before been conducted.

## **1.5 ORIGINAL CONTRIBUTIONS TO KNOWLEDGE**

This study makes several contributions to knowledge, in that it is the first Malaysian study to ever:

1. Consider the usage and portrayal of older models in both print and television advertisements.
2. Consider how the different ethnic groups are portrayed in advertising.
3. Analyse the attitudes of younger and older adults toward older models in advertising.
4. Analyse the attitudes of the different ethnic groups towards older models in advertising.
5. Measure self-perceived age among older Malaysian consumers.
6. Consider the impact of self-perceived age on attitudes towards older advertising models.

## **1.6 DEFINITIONS**

### **1.6.1 Older Adults**

Terminology pertaining to older adults includes the word ‘elderly’ (Atkin, Jenkins & Perkins, 1991; Ursic et.al., 1986), ‘elder’ or ‘senior citizen’ (Ractham & Techatassanasoontorn, 2014), and ‘senior’ (Moundlic, 1990). ‘Older models’, ‘older person’, ‘older people’, ‘golden ager’ are commonly used in many advertising studies to portray or represent older consumers (Hiemstra et.al., 1983; Lee, Kim & Han, 2006; Simcock & Sudbury, 2006). Of all the terms, ‘older adult’ (Harwood & Roy 1999; Roy & Harwood, 1997) is considered as neutral and safest. It is an expression that everyone is older than someone else. The word adult demand respect and whether young or old the person is, he/or she wants to be treated as adult and respect. Therefore, older adults seem to be appropriate choice to be used in this thesis.

### **1.6.2 Age Classification of Older Consumers**

Different base ages are used in the literature pertaining to older people. One study defined older adults as 45+ (Peterson & Ross, 1997), while the majority of other studies use either 50 (Atkin, Jenkins & Perkins, 1991; Carrigan & Szmigin, 2000; Prieler et al., 2011; Simcock & Sudbury, 2006) or 60 (Harwood & Roy, 1999; Lee, Kim & Han, 2006; Roy & Harwood, 1997; Ursic et al., 1986; Ylänné, Williams & Wedleigh, 2009) as their base age. This lack of consistency in defining lower age limits makes direct comparisons between studies and nations very difficult (Chang, 2008; Neilson & Curry, 1997). Garrett and Williams (2009) claim that most people judge ‘old age’ to start after chronological age of 60 years, and indeed it has been claimed that Malaysia uses age 60 as the demarcation of old age since the United Nations World Assembly on Ageing in 1982 at Vienna (Ong, 2001; Rashid & Hamid, 2007). However, the youngest of the

Baby Boom cohort have recently reached a landmark 50<sup>th</sup> Birthday, and there is growing consensus among both academics (Sudbury, 2004) and practitioners (e.g. SilverSurfers.net) that 50 is the starting point for the so-called Senior or Silver market. Consequently, this study adopts age 50 as the base age for older consumers.

### **1.6.3 Content Analysis Terminology**

To provide an understanding of the terms that are used in this study, the following definitions are provided in alphabetical order:

*Attitude* refers to positive or negative feelings towards an advertisement

*Categories* refers to the product and service categories such as cars, restaurants etc.

*Function* refers to whether older adults represented alone, with family, with friends or public in the advertisements

*Frequency* is number of times an adult appears in the advertisements

*Perception* refers to how a respondent interprets the portrayal of older adults based on their values and expectation.

*Portrayal* is the way in which the older adults are portrayed in the advertisement in terms of character, personality, physical prowess or mental aptitude

*Role* refers to the part played by the older adults in the advertisements, and can be classified (Swayne & Greco, 1987) as:

- Major: the (or one of the) main and/or dominant character(s) in the advertisement
- Minor: a supporting role to the major character
- Background: the role includes being part of a crowd scene but has no central involvement with the product or service being advertised and no involvement with the central characters in the ad

*Stereotype* is an oversimplified image or idea about a specific group. Stereotypes can be positive or negative.

- Positive e.g., happy, active, healthy, wise
- Negative e.g., sick, grouchy, weak

## **1.7 CHAPTER SUMMARY**

This chapter has laid the foundations for the thesis. A brief background to the research and the research aims and objectives were presented. The structure of the thesis was then outlined. The research was then justified on several bases, including the growing importance of older consumers, their relative neglect, and the lack of prior research conducted in Malaysia. The contributions to knowledge were then outlined. The chapter concluded with an assortment of definitions used in the thesis, including a definition of older consumers and the terminology used to describe and classify them in content analyses. The thesis now proceeds with an in-depth analysis of the literature.

## **CHAPTER 2**

### **2 LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

Advertising is the main mass communication tool available to marketers and is used provide information, create awareness, and assist consumers to make purchase decisions (Ayanwale, Alimi & Ayanbimipe, 2005). Advertising is also extremely persuasive (Arens, 1996) and as such is viewed by social scientists as an essential socialisation institution in any society (Pollay, 1985). While it is acknowledged that advertising plays an important part in expanding markets (Usman et al., 2010) and ultimately raising living standards (Mehta, 2000), its persuasive power has been criticised on the basis that it is too manipulative, exploitative, and even has the ability to erode social values (Obermiller et al., 2005; Pollay & Mittel, 1993; Rumbo, 2002). Indeed, Pollay and Mittal (1993) criticise advertising's effect on economic, personal, and social levels. Clearly, advertising goes beyond its core purpose of communicating information in order to persuade consumers to believe brand messages and ultimately purchase a brand (Zhang et al., 2006). Consequently, scholars are concerned not only with the marketing impact of advertising, but also with the content, affects, and social influence that advertising has, particularly over different social groups in terms of age, gender or culture (Miller, Leyell & Mazacheck, 2004; Roy & Harwood, 1997; Zhang & Harwood, 2004) and the ways in which it influences and moulds an individual's life (Prieler, 2008).

The portrayal of older adults in advertising and their attitudes towards advertising is still a relatively under-researched area. In particular studies that analyse what older adults themselves feel about the inclusion and portrayal of older advertising models are

rare. Nevertheless, due to global population ageing, increasing attention has been paid to these issues in recent years. However, the majority of studies have been conducted using Western adults. Because the Malaysian population comprises different races and cultures, attitudes toward older adults are likely to be different compared to those in the West. There are very few studies concerning old age in Malaysia and only one previous study on older adults in advertising. Ong and Chang's (2009) study comprised television advertising from 2008. There are signs that some businesses have begun to address the needs of older adults, although these do tend to limit their efforts to the needs of the very old (Walker, 2011). Nevertheless, an increase in the numbers of older models would be expected, given the years that have elapsed since Ong and Chang completed their study. Moreover, Ong and Chang's (2009) study was limited to television advertising, so there is no prior knowledge pertaining to the use of older models in print advertising in Malaysia.

Consequently, in reviewing the literature and relevant theories, this chapter considers all previous content analyses pertaining to older adults, irrespective of the nation under study. In so doing, propositions – based on the literature – will be presented in order to structure the thesis and provide areas worthy of exploration in the current study. Embedded in the review of the literature pertaining to older adults in advertising are a number of central concepts and theories which exemplify the importance of how older adults are represented in advertising. These concepts and theories originate from both the advertising and the gerontology disciplines.

The chapter begins with a review of the overall use of older adults in advertising. Here, the literature pertaining to proportionate representation of older adults is reviewed, and its importance is analysed. The chapter then moves on to evaluate the roles (major, minor, background) given to older adults in advertising, and also discusses the product categories for which older advertising models are typically found. The next major section pertains to the ways in which older models are portrayed in advertising. In this section, concepts such as stereotyping, ageing, and some key ageing theories are presented. Finally, the chapter discusses the limitations of chronological age and posits

that cognitive age may affect the ways in which older adults perceive advertising containing older models.

## **2.2 USAGE LEVELS OF OLDER ADULTS IN ADVERTISING**

### **2.2.1 Overall Proportions of Advertisements Containing Older Adults**

Most advertising studies have shown that older adults tend to be underrepresented especially in television commercials (Lee, 2007). The underrepresentation of older adults in advertising is considered serious because the older market is growing but not many older adults are used in advertisements (Lee, Kim & Han, 2006; Peterson, 1995). Past studies show that older adults are underrepresented in advertising in relation to their proportion within a country (Ong & Chang, 2009; Bradley & Longino, 2001). Roy and Harwood (1997) found in their American study that only 7% of characters contained older characters from 3,547 characters studied from 778 commercials. This finding clearly shows the level of underrepresentation as at that time older adults comprised 17% of the US population. Swayne and Greco (1987) claim that their study in US found that 6.9% of older adults were included in the advertisements, although the actual population of older adults at that time was 12%. Hiemstra et al. (1983) claim that the actual percentage of older adults during that time in US was 15.7% but only 3.1% of people in ads appeared to be older than 60. Similar results were found for magazine advertisements where only 9% of ads contained an older person, despite older adults comprising 16% of the population (Usric, Usric & Usric, 1986) while another found that older adults were significantly underrepresented in print advertisements in US (only 0.06%) while the actual population was 12% (Peterson, 1995). Carrigan and Szmigin (1999) revealed that older adults were underrepresented in British magazines compared to their proportion of the entire population in United Kingdom.

Prieler et al. (2009) revealed the underrepresentation of older adults in Japan, especially those older than 65 years. Their study found only a 6.1% inclusion of older adults in

television commercials but comprised 20.2% of the actual population. Conversely, however, the study found for those aged 50-64, such underrepresentation was less prevalent. In a later study, Prieler (2012) found that consistent with his previous study, older adults were still underrepresented. In fact, this underrepresentation was more pronounced for 65+ age group. Only 2.7% of older adults aged 65 or older were included in the advertisements, despite Japan having the oldest population in the world (Boumphrey, 2011) while 11.8% of them were those aged 50 or older. Recently, Prieler et al. (2015) still found that the representation of older adults in Japan TV advertising are still underrepresented.

This underrepresentation was also found in the only previous Malaysian study. Ong and Chang (2009) found that only 2.4% of the characters in the ads were older adults whereas the total percentage of older adults in Malaysia was 6.6%. They also found that in South Korea, only 8.6% of older adults were cast in the advertisements whereas at that time, older adults represented 13.3% of the population. The same goes for Korean ads where Lee, Kim and Han (2006) found that only 8.0% of ads include people over 60 whereas in the population this age group accounted for 12% of Korean population.

All the studies so far have shown that older adults are neglected in television and magazine advertising relative to their growing representation in society. Such advertising suggests that older adults are less important in a society because they are not included in such important communications (Prieler, 2012). Overall, the literature is unanimous in suggesting that older adults are underrepresented.

This leads to the first proposition of this thesis:-

*P1: The number of older people in Malaysian advertising will not be proportionate to the number of older people in Malaysian society*



### **2.2.2 The Importance of Representation**

The increasing number of older adults in many countries has motivated many researchers to study media portrayals of them (Zhang et al., 2006). Studies have shown that as people get older, they rely more and more on media (Festervand & Lumpkin, 1985; Harrington, Bielby & Bardo, 2014; Steven, 1981). Media does play an important role in older adults' lives (Goot, Beentjes & Van Selm, 2012). Research has consistently shown that older adults spend more time consuming media compared to younger people, and this is especially true of television (Harwood, 2008). Media provides a leisure activity for those who are ageing (Goot, Beentjes & Van Selm, 2012; Ongun & Guder, 2016) and keeps older adults in touch with their environment (Happer & Philo, 2013; Hilt & Lipschultz, 2016).

Having more older adults in media in general and in advertising is better for society as a whole. Harwood (1999) suggested that having characters that are similar to the viewer's age may offer self-affirming messages about prevalence and social significance of their age group. This will lead to positive age identity. Robinson, Skill and Turner (2004) claim that older adults are fond of programs that feature older protagonists in lead roles. In addition to that, as older adults are highly respected in Asian countries, having more of older adults in ads may teach the young generation to be more respectful to older adults. Advertisements should reflect public attitudes towards older adults in order to make sure older adults are treated well in the society (Koskinen, Salminen, Stolt & Leino-Kilpi, 2015). Swayne and Greco (1987) claim that as TV able to influence and shape attitudes, it can play major role in the socialisation of the elderly and influence younger audience view of older adults.

Studies also show that older adults are heavy users of mass media for entertainment particularly for news and information searching (Steven, 1981, Grancy & Graney, 1974). Prieler and Kohlbacher (2016) investigate the advertisement usage level in

making purchase decision and the response as well as the attitude of older adults towards older adults' portrayal in advertising. They found that older consumers do response to older people in advertising specifically in TV advertising and other media in general. It is believed that older adults watch news and search for information because they miss the information that they used to get during working time or from other social context (Chory-Assad & Yanen, 2005; Bliese, 1986). Empirical findings found that older adults rely more on media with respect to meaningfulness and emotional balance (Bartsch, 2012; Mares & Sun, 2010). Mares, Oliver and Cantor (2008) claim that as a person grow old, they tend to perceive the future to be more limited and restricted and they will focus more on achieving emotional satisfaction, stability, and meaningfulness in the present. Therefore, they will avoid unnecessary negative or pointless experiences. In contrast to younger people, older adults prefer media with heart-warming content because it may offer the emotional satisfaction and steadiness that they reportedly seek. The orientation on meaningfulness and emotional balance explains why older adults are more interested in media compared to younger people (Mares & Sun, 2010).

Koskinen, Salminen and Leino-Kilpi, (2014) added that for print media, it is an important means of communication to older adults especially when older adults are requiring information on health and social services. Therefore, how the older adults are represented and how they are portrayed in the advertisements are important because they rely on media for information (Festervand & Lumpkin, 1985).

There is still limited information on the amount of media consumed by older adults in comparison to young people. There a number of studies on older adults' television viewing (e.g. Van Der et al., 2012; Mares & Woodard, 2006) but research is still limited for print media. Rahtz, Sirgy and Meadow (1988) assert that older adults are usually considered as heavy TV viewers compared to younger people and they are heavy users of mass media. Mares and Woodard (2006) found that the reason why older adults watch more television compared to younger people is because poorer health or lower income. Gauntlett and Hill (1999) assert that older adults watch 'softer programmes (i.e. programmes that have no violence and bad language) compared to younger people.

Older adults experience a decrease in social contacts (Doolittle, 1979). For those that do not work, television can be a substitute for diminishing contacts (Bliese, 1986). In short,

the amount of media that older adults consume is higher compared to younger people due to more time available and changes in daily activities.

The role of media in older adults' lives, especially advertisements, is considered important as mass media provide a chief leisure activity as people age (Festervand & Lumpkin, 1985; Havinghurst & Albrecht, 1953). John and Cole (1986) claim that older adults may prefer advertisement that are presented a self-paced medium such as print compared to television. Niemela, Huotari and Kortelainen, (2012) claim that the use of information gathered from media can motivate older adults to stay active in life and promote healthy ageing. For example, older adults will get information from reading magazine or watching television on healthy products or join any activities or services provided for them. In short, older adults are mostly depend highly on media and advertisements for information compared to younger people.

On balance, this literature suggests:

*P2: There are differences between younger and older consumers in terms of the ways in which advertising is used to make decisions.*

### **2.2.3 Ethnic Group Representation**

A number of studies focus on racial and ethnic representations in advertising. It is important to consider ethnic representation in advertisements as this might influence ethnic minority viewers (Mastro & Stern, 2003). Ethnic minorities are found to be underrepresented especially in television advertisements (Coltrane & Messineo, 2000; Greenberg et al., 2002). Most of media studies conducted in Malaysia that involve ethnicity focus on attitude towards advertisements (e.g. De Run, 2007; Idris, 2011; Mohsin Butt & De Run, 2010). However, up until now, no media studies conducted in Malaysia have concentrated on ethnic representation.

Ethnicity is an important consideration in this thesis because, as Mohsin Butt and De Run (2012) claim, ethnicity can be salient for majority groups and generate positive reactions towards target advertisements. Dorr (1982) state that it is important to know the numeric representation as the presence of certain ethnicity in advertisement is seen as an indication of social relevance in larger society. Past research showed that there will be an increase in ethnic self-awareness when a particular ethnic group is distinctive in the advertisement (Despande & Stayman, 1994).

However, based on the small amount of empirical evidence in this area that suggests ethnic minorities are underrepresented, the following proposition is proffered:

*P3: The ethnic make-up of older adults in Malaysian advertising will not be representative of the ethnic make-up of the Malaysian population.*

#### **2.2.3.1 Ethnicity and Attitudes towards Advertisements**

Culture is an independent variable that influences the psychological make-up of an individual (Church & Lonner, 1998). Westerhof et al. (2000) claim that certain characteristics of an individual (e.g. values or beliefs) may be obtained and can be shared with other members. An individual is believed to act in certain ways because of his or her cultural background.

The concepts of collectivism and individualism are important for studies of social behaviour (Diehl, Terlutter & Weinberg, 2003; Triandis, 1989) and have also been used in content analyses of advertising (Han & Shavitt, 1994; Zhang & Gelb, 1996). Western culture is more oriented towards individualism, but collectivism is more dominant in most Asian countries (Ogretir, 2008; Battaglia, Nadin & Gobbini, 2004).

Hui and Trandis (1986) explain collectivism is ‘concerned with the effects of actions or decisions on others, sharing material benefits and resources, feeling involvement in and contribution to lives of others while individualists show less concern and sharing than collectivists,’ (pg. 225). Hofstede (1980) claims that individualist prefer independent relationships and puts emphasis on independence and freedom in individualistic culture

while in collectivist culture the individuals have interdependent relationship to their in groups. Collectivism empathises on harmony and interdependence (Triandis et al. 1990). A few studies claim that the individualism and collectivism are contrasting in terms of individuals social perceptions and behaviour, including perceived relations among in groups and out groups (Markus & Kitayama, 1991), endorsement of values to individual and groups goals, and also style of social interactions (Triandis et al., 1990). These cultural differences have shown to have other cognitive, emotional and behavioural consequences (Han & Shavit, 1994). This is why it is difficult to standardise advertising. Previous content analyses in advertising have shown differences in terms of emotional content, comparative content and informative content between countries (Tansey, Hyman & Zinkhan, 1990; Zandpour, Chang & Catalano, 1992).

Han and Shavit (1994) in their cross cultural study found that US ads were rated more individualistic compared to Korean ads. They found that US ads emphasise self-improvement, personal reward, self-reliance while Korean ads emphasise more on family, in group goals and interdependence.

Identifying national or ethnic identity is considered crucial in advertising research (Cheung, Harker & Harker, 2007). Cross-cultural analysis in advertising is able to detect certain dissimilarities and similarities associated with cultural values, stereotyping, and strategies used by consumers (Ahmed, 2000). Creating advertisements that appeal to different cultures is a challenge to many advertisers (Miller & Stafford, 1999). As Malaysia consists of different races and cultures, creating advertisements that serve all cultures may be a particular challenge. According to Miller and Stafford (1999), problems usually occur because of differences that define each culture. Therefore, it is useful for advertisers to understand and realise the differences present in advertising across different cultures.

Different ethnic groups may have different attitudes towards advertisements due to different values that they hold. Malaysians do realise that advertising is able to influence and shape national values (Waller & Fam, 2000). Frith (1996) claim that most Malaysian and Malaysian government feel that advertising is needed in order to help constructing consumer society.

Ethnic divisions are clearly visible in Malaysia (Abraham, 1999). Ethnicity may also contribute to the way people interpret advertisements. De Run (2006) observes that countries that have diverse ethnicity widely use different languages in television and radio advertisements, and this is the case in Malaysia (i.e. Malay language, Mandarin and Tamil). Hence, there is a level of attentiveness and acceptance of different languages used in advertising. His study found that Malays respond equally to the Chinese language when viewing Chinese advertisements with respect to emotions and word of mouth. Therefore, it is usual for a Malaysian to see the Chinese language used in advertisements and this includes both television and print. He also adds that non-dominant groups such as Chinese and Indians react positively to dominant (i.e. Malay) advertisements as many of the Chinese in Malaysia cannot read Mandarin and prefer Malay advertisements. Deshpande and Stayman (1994) assert that the distinctiveness theory states that ethnically targeted stimuli will be useful when there is smaller ethnic group (such as the Chinese) compared to the Malays who are larger ethnic group. A number of studies support that distinctiveness of a group is important when a group is small in numbers (Grier & Deshpande, 1999; Pollak & Niemann, 1998). Grier and Deshpande (1999) found that people interpret the media differently and that these interpretations not only depend on consumer distinctiveness but also on consumer perceptions and social status.

This leads to the following proposition:-

*P4: Different ethnic groups may respond differently to different advertising appeals.*

#### **2.2.4 Gender Representation**

Studies on older adults in advertisements often find that older males outnumber older females (Prieler, 2012). Roy and Harwood (1997) state that older women particularly are severely underrepresented on television advertisements compared to their numbers in the population where only 38 percent of the older adults in advertisements were women compared to 57 percent of the older population. Bradley and Longino (2001)

found that advertisements featuring older males outnumbered those featuring older females at a rate of nine to one. The finding that the numbers of older men outnumber older women is consistent for most of the studies around the world, reflected in content analyses in American (Swayne & Greco, 1987; Raman et al. 2006), Europe (Carrigan & Szmigin, 1999; Simcock & Sudbury, 2006) and Asia (Ong & Chang, 2009; Prieler, Ivanov & Hagiwara, 2015; Prieler, Kohlbacher, Hagiwara & Arima, 2009; Raman et al., 2006; Tan, Ling & Theng, 2002). Indeed, Prieler et al. (2011) found that in Japan older females were rarely represented in advertisements at all, with only 9.1% of the ads had older women in them.

The comparison study between Malaysia and Korea (Ong & Chang, 2009) revealed that 85.2% of the older adults used in Malaysian advertisements were male while only 14.8% were female. Similar results were obtained for Korea, with 81.5% of older adults were male compared to only 18.5% females.

Sontag (1972) claims that, one of the reasons for these findings is because of double standard of ageing where society is more tolerant in responding towards male ageing compared to female ageing. Whatever the underlying reason, the literature is consistent in suggesting that:-

*P5: In comparison to their male counterparts, older females will be particularly underrepresented in Malaysian advertising.*

## **2.3 THE ROLES GIVEN TO OLDER ADULTS IN ADVERTISING**

### **2.3.1 Advertising Roles**

The number of older adults included in advertising does not necessarily indicate their importance (Prieler, 2012). Rather the roles they portray may provide a better understanding of their perceived significance. A number of studies have highlighted the role given to older adults in advertising. These studies show that in the West older adults are often given either background or minor roles (Lien, 2005; Roy & Harwood, 1997; Simcock & Sudbury, 2006; Swayne & Greco, 1987). Nevertheless, there is a mixture in the results for Asian studies. A study by Lee, Kim and Han (2006) reveals that in Korea, older adults hold the highest percentage for major roles while in the United States, minor roles tend to be occupied by older adults. Lee et al. (2007) and Prieler et al. (2011) also show that in South Korea and Japan, older adults were mostly positioned in major roles than minor or background roles. Prieler (2012) conducted a study between older foreign residents and local older adults in South Korea and found that mostly older foreigners were given major roles while local older adults were given minor roles in TV ads.

Ong and Chang (2009) disclose that in Malaysia, older adults are usually given minor or background roles while in Korea, older adults are regularly given major roles in advertising. Ong and Chang (2009) revealed that 57% of the older models in Korea were cast in major roles. Obviously, what is clear is that there appears to be cultural differences in terms of role of older adults in advertising.

Many of the ads targeted at older adults tend to use celebrities. Most of these older celebrities are cast in major roles especially if the products are targeted to older consumers. Prieler et al. (2011) found that older celebrities in Japan often play a major role in Japanese TV ads. They also found that older male celebrities are more prevalence in ads compared to older female celebrities. In Australia, Higgs and Milner



(2006) also found a high percentage of older celebrities in ads and mostly hold major roles.

Also, celebrities were shown more active, competent and more favourable compared to non-celebrities. A recent study by Marshall and Rahman (2015) on celebrity and ageing found that using older celebrities create positive attitudes toward ageing. Older celebrities are used to promote a particular vision of successful ageing by using them as the cover of the magazines for older adults because celebrities are usually more competent and favourable compared to non-celebrities. By portraying older celebrities in advertisements, older adults are more confident of themselves and feel more comfortable to buy products that endorsed by older celebrities. It is important to choose the right models to endorse the products in reaching older consumers. However, up till now, there are no studies have look into older celebrities in Malaysia advertising. Greco (1989) mentions that using older adults in an advertisement may lead to better credibility. Erdogan (1999) argues that using celebrities is far better for gaining effectiveness compared to non-celebrities. He further mentions that celebrities have a public persona for influencing purchase and sales. Prieler et al. (2010) claims that using older celebrities in advertising is recommended for attracting older consumers. Furthermore, younger people may be attracted to older celebrities compared to non- celebrities even though younger people may not be the target market for the particular products.

This leads to the following proposition: -

*P6: The roles given to older adults in Malaysian advertising will comprise mainly either*

*a) minor and background roles; or b) celebrity endorsements.*

### **2.3.2 Product Categories for Older Adults in Advertising**

Products that relate to certain social groups may show the competencies and values associated with them (Manstro & Stern, 2003). Older adults tend to be overrepresented for health and mobility products (Greco, 1989; Prieler, 2012; Raman et al., 2006; Williams, Wadleigh & Ylänne-McEwen 2010). Ylänne et al. (2010) claim that advertising is an important source of information to older adults regarding health and ageing. In their study of 140 British magazines, they found that most of the advertisements that related to older adults are related to health issues such as mobility aids and food supplements (i.e. vitamins). Older adults are also used in finance/insurance products and travel (Roy & Harwood, 1997; Zhang & Agard, 2004). On the other hand, older adults are rarely found in advertisements for automobiles, computers/electronics and personal care products (Roy & Harwood, 1997; Lee et al., 2007; Lee, Kim & Han, 2006).

Ong and Chang (2009) found older adults for both Malaysia and Korea frequently used for finance/insurance advertisements but older adults were rarely featured for housing, automobile and electricity advertisements.

Although it is to be expected that older models will feature in ads targeted at older adults, older adults buy cars, go holidays, use cleaning products and many more but they do not seem to be used in many mainstream product categories.

Hence:-

*P7: Older models are only utilised in advertisements for a limited number of product categories.*

### **2.3.3 Gender Differences in Roles**

In addition to representation differences, there are gender differences in terms of roles, setting (i.e. place such as residential, outdoor and business setting) and product categories among older models as well. In the West, males hold major roles while females are mostly found holding minor and background advertising roles (Simcock & Sudbury, 2006; Zimmerman, 2001). Surprisingly, Bresnahan et al. (2001) found that more females hold major roles compared to males in United States. However, most other studies conducted in USA found that older males hold more major roles compared to older females (Harwood & Roy, 1999; Hiemstra et al., 1983). As for Asian countries such as Japan, Taiwan and Malaysia, Bresnahan et al. (2001) claim that mix findings were found. They found more females holding major roles while males hold minor roles in Japan and Taiwan. Yet, Bresnahan et al. (2001) found in Malaysia, generally males hold major roles while females hold minor and supporting roles, though it should be noted that this study included all ages. Ong and Chang (2009) on the other hand found that in Korea, male models were portrayed more in major roles compared to females while in Malaysia females were given more major roles compared to males.

In terms of setting, females are more often seen at home while males are more in an office or outdoor setting (Furnham & Paltzer, 2010; Luyt, 2011; Prieler, Kohlbacher, Hagiwara & Arima, 2011). This is similar to previous findings where more females were shown indoor while males more to outdoors (Bresnahan et al., 2001; Ong & Chang, 2009). According to Ong and Chang (2009) it is common to see woman's place to be at home compared to man in Asian countries because conservatism tend to project women mainly at home. In fact, men are also mostly found to be in workplace setting compared to women (Prieler & Centeno, 2013).

As for product categories females tend to appear mostly for cosmetics/ beauty care commercials and domestic products (Stern & Mastro, 2003; Valls- Fernandez & Martinez-Vicente, 2007; Luyt, 2011; Prieler & Centeno, 2013). On the other hand, females are hardly associated with non-domestic products (Bartsch et al., 2000) such as

automobiles (Ganahl et al., 2003), electronics/ telecommunications (Tan, Ling & Theng, 2002), pharmaceutical/ health (Prieler, 2012) and food and beverage advertisements (Bresnahan et al., 2001).

It is noteworthy that some Malaysian studies have considered gender roles in advertising (Bresnahan et al., 2001; Tan, Ling & Theng, 2002) though these have been limited to television advertisements and all ages. However, no studies have compared television and print advertising before, thus the current study makes an important contribution in examining the following proposition:

*P8: In comparison to their male counterparts, older females will a) have different roles; and b) feature in ads for different product groups*

## **2.4 THE POTRAYAL OF OLDER ADULTS IN ADVERTISING**

### **2.4.1 Stereotypes**

Admittedly, much more is known about the ideology of age in Western countries because the majority of research has been conducted on Western society. Thus, it maybe those attitudes towards age and ageing differ in Malaysia to those typically found in Western societies. However, because there is a paucity of ageism studies conducted in Malaysia, the concepts and theories reviewed here are based on the mainstream gerontological perspectives found in the ageing literature, and drive home the importance of the ways in which older adults are portrayed in advertising.

A stereotype is defined as “the pictures in our heads that led to the identification of stereotypes as cognitive structures for processing information” (Lippmann, 1922, p. 65). Stereotypes are therefore defined as beliefs about the characteristics, attributes and behaviours of certain groups of people (Hilton & Von Hippel, 1996). Schroder, Wulf and Hofstee (2002) assert that stereotyping is based on certain ideas or beliefs on how individuals or groups tend to behave. Some suggest that stereotypes are functional and they allow an individual to be prejudiced against certain groups of people (Devine, 1989). Although stereotypes can be positive or negative, stereotypes for groups that are not really favoured by people will normally have negative connotations. People form stereotypes in order to make sense of their thoughts (McGarty & Yzerby, 2002).

Older adults are among the groups of people who are stereotyped (Hummert, 1990; Palmore, 2003). Older adults are generally associated with negative stereotypes (Cai, Giles & Noels, 1998) and viewed negatively in social, physical and psychological ways (Kite, Deaux & Miele, 1991). Although negative traits tend to be greater (Hummert et al., 1994) research shows that there are mixes of positive and negative perceptions of older adults (Chasteen, Schwarz, Park, 2002). Bargh, Chen and Barrows (1996) assert that age stereotypes may influence individual behaviours. Negative stereotypes of older adults are underpinnings of ageism which involves prejudice and discrimination against older adults (Palmore, 1990, p.28). Negative stereotypes such as weak, sad and unhealthy may influence people’s attitudes towards older adults and cause people to think that older population as less worthy which will lead to people avoiding contact with older people (Robinson, Gustafson & Fraser, 2003).

Ageing has not traditionally been associated with increased status and respect in many Western countries (Perry, 1995). Importantly, however, different results have been found in Asian countries (Liu et al. 2003; Ong & Chang, 2009). In Chinese society, older adults are respected and revered for their wisdom and experience and are more optimistic, generous and health conscious.

Because the use of negative stereotypes may influence the way older adults are treated in society (Robinson & Umphery, 2006) ultimately negative stereotypes may affect older adults' self-esteem and confidence (Robinson et al., 2003). Mackie et al. (1996) consider the media to be a very powerful influence and the beliefs about individuals may be formed on the basis of media stereotypes. Negative stereotypes not only affect older adults but it will have an effect on how younger people perceived older adults and the prospect of growing old (Robinson & Umphery, 2006). Robinson et al. (2003) claim that older adults are influenced more by images compared to messages in advertisements. Therefore the use of older adults that are physically attractive and active in advertising will influence older adults positively. Lee, Kim and Han (2006) assert that stereotype of older adults in media can be considered as serious problem than underrepresentation. This is because repeated exposure to mass media content may affect individuals' attitudes and beliefs.

#### **2.4.2 Ageism**

Ageism can be defined as stereotyping or discrimination against older adults in terms of age (Bytheway, 2005; Kalavar, 2001). Ageism is also called the ultimate prejudice, discrimination and rejection (Palmore, 2001) towards old people. Ageism often seen as similar as racism and sexism (Bytheway, 2005) and is used to devalue an entire group on the basis of age (Cooks, 1992). Ageism is frequently associated with negative stereotypes. Some common stereotypes of old age are 'unproductive', 'senile', 'old fashioned', 'rigid' and 'inferior' (Bytheway, 2005). Ageism often manifests itself in terms of negative imagery, including advertising, and attitudes and practices aimed at older adults (Bradley & Longino Jr., 2001; Hatch, 2005).

Due to age-related issues such as status and jobs (Calasanti, 2005) many people are not keen to be identified as old (Minichiello, Browne & Kending, 2000). In some cultures, particularly in the West, older adults are seen as less important compared to young

people (Hendricks, 2005) which makes many individuals try to avoid being viewed as old by other people, or are even afraid to become old themselves. In particular, older individuals who have disabilities may experience discrimination and prejudice (Sheets, 2005) which may lead to complexity in accessing products or services.

The appearance of individuals in terms of how they look and how they act when they are ageing are major concerns for many older adults. Old age with physical changes (e.g., wrinkles, grey hair), health problems, age-related disability and other negative aspects that exist among older adults makes some societies perceive older adults as a burden (Sheets, 2005). Ageism is often embedded in society and everyday interactions (Hatch, 2005) and often expressed through stereotypes. Older adults who face ageism may withdraw from the parts of society that stigmatises them (Yang & Levkoff, 2005) in order to avoid feeling that they are meaningless and unable to contribute to society economically, intellectually and emotionally (Sheets, 2005), and instead attempt to limit their social interactions to those with whom they share the same values (Steele & Aronson, 1995) and same interests. There are several theoretical perspectives that explain this withdrawal from parts of society, all of which assert that negative consequences arise from the withdrawal of older people from society. One of these perspectives is social breakdown syndrome.

#### **2.4.2.1 Social Breakdown Syndrome**

According to Kuypers and Bengtson (1973) social breakdown syndrome can occur when an older person is vulnerable due to changes leading to the social reorganisation of their later life. Such changes include a lack of role (lost due to retirement or widowhood), a lack of positive reference groups (due to society's negative view of old age), and ambiguous normative guidance on how to function as an old person in society. This vulnerability leads to susceptibility to and dependence on external

labelling. If, as the ageism concept suggests, society views old age as negative, then these external labels will be negative, which may eventually be internalised into the older individual's self-concept. An important point here is that the media may contribute to the negative labels that affect an older adult's self-concept in a detrimental way (Brown & Moschis, 2006). Possible consequences of this process include learned helplessness, a change in locus of control from internal to external, discouragement and depression.

Learned helplessness (Seligman & Maier, 1967) includes viewing oneself as inactive, incapable or undesirable. Learned helplessness can result in people being unable to make their own informed choices (Myers, 1990), and instead will act passively (Solomon, 1982). A change in locus of control can entail a change from being optimistic to pessimistic due to a low sense of self-efficacy. Abu-Bader, Rogers and Barusch (2002) assert that locus of control effects life-satisfaction, in so far as those older adults with a propensity towards internal locus of control will show higher levels of life satisfaction compared to those who have tendency towards external locus of control. Internal locus of control is usually a result of a sense of individual accountability (Myers, 1990), while a person with an external locus of control views events that affect them to be a result of the action of someone else, luck or fate (Silvern, 1986). There are, however, some older adults who achieve satisfaction from the help they receive from others rather than relying on themselves (Bader, Rogers & Barusch, 2002). Discouragement can occur particularly among older adults who lack confidence, and discouraged older adults are usually reluctant to take risks and withdraw themselves from new opportunities (Myers, 1990). Koeber and Wright (2001) assert that early retirement and the inability of some older adults to continue to support themselves can lead to discouragement. Depression can result from the breakdown of social bonds (Shahar, 2001; Scheff, 2001).



### **2.4.3 Theories of Ageing**

#### **2.4.3.1 Disengagement Theory**

A further perspective that views social withdrawal to be a natural consequence of the ageing process is disengagement theory (Cumming & Henry). Disengagement theory is one of the earliest and most controversial theories of ageing. According to this theory, older adults disengage from society and the social system as a consequence of ageing (Achenbaum & Bengston, 1994; Cumming, 1963; Johnson & Barer, 1992), leading to declining social interaction and increasing personal isolation (Rahtz et al., 1988). The theory has been extensively debated (Hochschild, 1975; Maddox, 1965; Rose, 1964), and support of the theory comes from studies that show that in comparison to younger people, older adults have fewer social links and interaction (Antonucci & Akiyama, 1987; Morgan, 1988), and others suggest that the process of disengagement occurs due to problems of growing old and a consequential limiting of social involvement (Verbrugge, 1983). On the other hand, Hochschild (1975) criticised the theory by claiming that disengagement is universal and not only caused from social factors. He further added that older adults may experience disengagement from work acquaintances but they may become more involved in religion and community involvement or more family oriented.

Interestingly, it has been suggested that advertising can help to combat social disengagement among older adults by providing information and guidance on how to find activities and therefore help to avoid disengagement from their communities, particularly after retirement (Rahtz et al., 1988). Moreover, it has been suggested that disengagement theory may be less applicable to older Asian adults who tend to become involved in religious activities, often aligning themselves with mosques, churches or temples as they grow old (Mazumdar & Mazumdar, 2005; Rowles & Chaudhury, 2005). Other activities common among older Malaysians are in dancing, singing group

and exercise, while Malay and Chinese are notable for their active involvement in the political arena (Syed Abdul Rashid & Hamid, 2007). Clearly, not all older people will experience disengagement from society, and many will find alternative roles to the ones lost (e.g., work and spouse) due to the ageing process.

#### **2.4.3.2 Activity Theory**

Activity theory stresses the importance of ongoing social activities as a person ages (Havinghurst, 1968), and suggests that any roles or activities that are lost due to ageing should be substituted with new ones. Activity theory posits that older adults who are capable of remaining socially active will be expected to achieve positive self-image, satisfaction in life and social integration (Hiller & Barrow, 1999). Thus, role changes such as retirement or widowhood will be less harmful if the person retains other activities or obtains new roles in the community or the family. Indeed, activity theory views old age as a state of mind that can be banished if one keeps busy (Havinghurst, 1949), and studies have found life satisfaction to be positively related to activity levels (Knapp, 1977). Activity theory has been criticised on the basis that it fails to recognise some situations, such as lack of skills, money or education, might prevent some older adults being involved in some activities (Harrison, 1983). Nevertheless, the theory is useful to aid understanding of successful ageing which appears to result from engaging in successful pastimes, some of which can be found as a result of losing previous social roles (Rahtz et al., 1988).

Interaction with media will be able to offer older adults with key source for activity substitution (Graney & Graney, 1974; Rahtz, Sirgy & Meadow, 1988). Therefore, an understanding of activity theory is useful for advertisers to offer more information as a source for the elderly to find activities to occupy their free time. An interesting perspective on activity theory comes from the multicultural make-up of older adults' in

Malaysian society. It has been found that different ethnic groups tend to gravitate toward different activities, which is important for advertisers if they are to portray older adults successfully. For example, apart from being involved in religious activities, many older Malays are actively involved in community work, their Chinese counterparts prefer to exercise and spend time with friends, while older Indians prefer to spend time with children and grandchildren (Hisham, 2009).

#### **2.4.3.3 Continuity Theory**

Continuity theory (Atchley, 1989) suggests that older adults attempt to preserve and maintain existing ways of life through the application of familiar strategies, in order to maintain a consistency of self-concept and identity. Thus, the theory proposes that there is a high chance of people behaving in a way they have always behaved (Osborne, 2009), and therefore suggests that adults are constant in their thinking, thoughts, judgement and behaviour regardless of major changes in health and social circumstances (Atchley, 1989). Such continuity of activities, thought patterns and behaviour is seen as a general strategy for adaptation (Agahi, Ahacic & Parker, 2006). From a marketing perspective, the theory suggests that in order to sustain continuity in activities and habits as they age, older adults will select products and services that are consistent with their normal behaviour (Hillier & Barrow, 1999). Likewise, advertisers and marketers may suggest selections for older adults to continue their activities through media information.

#### 2.4.3.4 Psychosocial Theory

Erikson's (1963) identity development framework comprises 8 stages which explain the development from early adolescence through adulthood. The 8 psychosocial stages are *Basic Trust versus Mistrust*, *Autonomy versus Shame and Doubt*, *Initiative versus Guilt*, *Industry versus Inferiority*, *Identity versus Identity Diffusion*, *Intimacy versus Isolation*, *Generativity versus Stagnation* and *Ego Integrity versus Despair*. These stages, with illustrations, are shown in Table 2.

Table 2.0: Stages of Psychosocial Theory

Stages	Age	Psychosocial Crisis	Basic Virtue	Experiential-based example
1	Infancy (0 - 1.5 years old)	Trust vs. Mistrust	Hope	Child develop trust based on the dependability and care given. Eg. A child is dependent on the adult caregiver to provide for love, food, warmth, safety; for which it develops trust and makes them feel secure. Failure to do so result in fear and mistrust.
2	Early Childhood (1.5 - 3 years old)	Autonomy vs. Shame	Will	Children gained a little independence and they start to perform basic actions or simple decision making which they prefer. The freedom of choice given by adult, parents or caregiver lead to develop a sense of autonomy.
3	Play Age (3 - 5 years old)	Initiative vs. Guilt	Purpose	Children begin to assert their power and control the world through direct play and social interaction, for which success at this stage result in capable of leading others, and failure result in guilt and self-doubt.
4	School Age (5 - 12 years old)	Industry vs. Inferiority	Competency	Through social interaction, children began to develop a sense of pride and accomplishment and abilities. Encouragement and comments from adults (parents, teachers, grandparents) help develop a feeling of competence and belief in their skills.
5	Adolescence (12 - 18 years old)	Ego Identity vs. Role Confusion	Fidelity	Children who receive proper encouragement and reinforcement through personal exploration will emerge from this stage with a strong sense of self and feel independent, for which completion of this stage leads to fidelity (an ability to live by society's standard and expectations).
6	Young Adult (18 - 40 years old)	Intimacy vs. Isolation	Love	This stage explores personal relationship, where one develop close, committed relationship with other people. A strong sense of personal identity is vital to develop an intimate relationship.
7	Adulthood (40 - 65 years old)	Generativity vs. Stagnation	Care	Adulthood focuses on building lives, career and family, for which it allows one to feel like they are contributing to their home and community.
8	Maturity (65+ years old )	Ego Integrity vs. Despair	Wisdom	This stage allows one to reflect on their lives, for which accomplishment will result in a sense of integrity, or otherwise of bitterness.

Source: Cherry, 2005; Jones et al., 2014

Evan et al. (2010) claim that psychosocial identity theory is the result of different states and experiences that a person encounters throughout their life. This theory suggests that individuals will feel miserable and hopeless if he/she thinks that it is too late to start a new after facing failure in early life (Brown & Lowis, 2003). Erikson (1963) claims that a person's identity change due to new experiences and information developed through daily interactions with others. Identity refers to beliefs, values and ideals that help to guide and shape individual's behaviour (Evan et al., 2010; Jones et al., 2014).

Old age creates losses (Brown & Lowis, 2003). Erikson (1998) asserts that getting old may bring new demands, re-evaluations and daily difficulties to the ageing individual. When an individual reaches maturity, older adults are inspired to re-evaluate their lives and reflect on their achievements (Erikson, 1963). This may help older adults to face challenges and have a more rational view of being old (Brown & Lowis, 2003). This theory may help advertisers to understand the needs of old age and combat the negative feelings that older adults feel for being old.

All of these theories and concepts provide a clear message on the importance of positive ageing portrayal and attitudes, for the sake of older people themselves and indeed society as a whole. The way in which older models are portrayed in advertising is therefore of crucial importance.

#### **2.4.3.5 The Ways Older Models are Portrayed in Advertising**

Perhaps because old age is often labelled as negative in society (Chen, Pethel & Ma, 2010), older adults are generally associated with negative depictions in advertising (Cai, Giles & Noels, 1998) and portrayed negatively in social, physical and psychological ways (Kite, Deaux & Miele, 1991). This situation is not only undesirable but also constitutes an unrealistic reflection of older adults (Carrigan & Szmigin, 1998).

Carrigan and Szmigin (2000) suggest that regulation and legislation are needed to persuade advertiser to present more relevant and acceptable images of older people.

Peterson (1995) and Peterson and Ross (1997) found that most of older adults in US especially those aged 65 and above were depicted negatively such as helpless, impaired and lazy for both television and print advertisements. Past research also show that older adults are frequently portrayed as shrewish/curmudgeonly, vulnerable, and reclusive (Swayne & Greco, 1987, Peterson, 1995) and often portrayed as persons that need help and health problems such as unproductive, sad, sick and angry (Hiemstra et al., 1983; Robinson, 1996). On top of these negative portrayals, older adults are also being depicted as persons that weaken intellectual ability, declining energy and less productive (Hooyman & Kiyak, 1999; Bradley & Longino, 2001). Gerbner et al. (1980) claim that older adults are also being portrayed as dull, close minded and ineffective. Kite and Johnson (1988) claim that older adults are commonly portrayed as irritable, cranky and hopeless. Past studies also show that older adults being portrayed as funny (Williams, Ylänne, Wadleigh & Chen, 2010; Roy & Harwood, 1997; Swayne & Greco, 1987). Older adults are more likely being portrayed in positive comedic/funny portrayal but younger audience poked fun at older adults which turned to negative portrayals (Williams et al., 2010).

There is study that found that older adults' portrayal tends to be negative in both television and print advertisements, especially for advertisements aimed at younger audience (Robinson, 1998). There are also advertisements that portray older adults in an undesirable manner even when the products is aimed at an older audience (Peterson, 1992; Robinson, 1998). Festervand and Lumpkin (1985) found that older audience were not enjoying advertisements because older adults were portrayed as lonely. Robinson et al. (2003) found that older adults feel insulted by negative images of older models used in advertisements. Older adults were also commonly portrayed as in active and unproductive in advertisements (Festervand & Lumpkin, 1985). Studies have also generally found that older adults were portrayed as less stamina, less fitness and helpless (Cuddy et al., 2005; Okoye, 2004). On the other hand, a number of studies

have shown that older adults are depicted as active (i.e. fit and active physically), productivity (Lee, Carpenter & Meyers, 2007; Lien et al., 2009; Roy & Harwood, 1997; Signorielli, 2004) and staying younger and healthy (Ylänne et al., 2010; Williams, Wadley & Ylänne, 2010).

Despite of all negative portrayals, there are studies have shown that older adults are portrayed in a positive manner. Langmeyer (1984) described that older adults' characters were positive, friendly, helpful and serious. Positives portrayal such as perfect grandparent, activist, golden ager were most associated with young elderly (Hummert, 1993; Miller et al., 1999). Hummert et al. (1995) claim that middle elderly (ages 70-79) usually being portrayed as tough, conservative, religious, patriotic and emotional. Older adults also were mostly depicted as advisors which is consistent with several positive portrayals (Kessler, Schwender & Bowen, 2010; Robinson, Duet & Smith, 1995; Swayne & Greco, 1987). Williams, Wadleigh and Ylänne (2010) found that types most frequently appearing in British magazines are the typical happy retired people which interesting finding. Lee, Carpenter and Meyers (2007) found older adults were overwhelming positive. Other studies confirm the generally positive portrayals of older adults (Tupper, 1995; Simcock & Sudbury, 2006). Koskinen, Salminen and Keino-Kilpi (2014) found that society will regard older adults as important in every community. Therefore, it is important that the media portrays older adults in positive ways especially in advertisements.

In Asia, Lin (2001) found that older adults were depicted as a person with wisdom, opinionated, and as an adviser. This is because older adults in China are highly respected and it is not a strange thing to see older adults are portrayed positively in the advertisements. Lee, Kim and Han (2006) in their study found that older adults in Korean advertisements were portrayed more positively compared to U.S. advertisements. They claim that older adults in Korean advertisements were mostly portrayed as vital, generous, independent and actively pursues his/her goal in life compared to the character depicted in U.S. advertisements.

In terms of physical portrayals, older adults are often portrayed as physically weak (Kite & Johnson, 1988; Musaiger & D'Souza, 2009; William, Wadley & Ylänne, 2010) which explains advertisements that portray older adults in mobility aids such as stair-lifts, recliner and special beds (Ylänne et al., 2009). It is common to see older adults portrayed with walking sticks or wheelchair in advertisements (Musaiger & D'Souza, 2009). However, there are studies have shown that older adults are portrayed as strong and capable doing things (Ong & Chang, 2009; Harwood & Roy, 1999; Roy & Harwood, 1997).

From all the studies, it can be seen that although negative portrayals have been reported, on the whole there is a tendency for positive images, especially in television advertising (Zimmerman, 2001; Flueren, Klein & Redetzki, 2002). There have been more advertisements using older adults with positive portrayals such as attractiveness and liveliness (Zhang et al., 2006; Thimm et al., 1998) although negative traits still occur around physical activity and physical strength (Zhang et al., 2006).

On the whole it is suggested that:-

*P9: Older models will be portrayed a) in a positive way; b) as mostly sedentary; and c) as mainly physically weak*

#### **2.4.3.6 Gender-Age Portrayals**

According to Sherman, Schiffman and Mathur (2001) older women are often victimised with age and gender discrimination. The theory of double jeopardy suggest that the quality of life for older women is not as good as that for older men because as women age, their condition deteriorate (Sherman & Schiffman, 1984). Additionally, perhaps



because women live longer than men, there is a greater chance of older women being stereotyped as old. Common gender stereotypes including the expectation that men are strong, tough minded and influential, while women are supposed to be lady like, caring and put family first (Jung & Lee, 2006).

Advertising often portrays older females as motherly and competent (Langmeyer, 1984; Usric et al., 1986), energetic, active and pleasant (Miller, Leyell & Mazacheck, 2004). However, there are also negative portrayals found for older women such as unhealthy, unstylish, unflattering (Harris & Feinberg, 1977), lonely and grumpy (Ylänne & Williams, 2009). While older men were often portrayed as patriotic, active, alert, higher esteem (Hummert, Gartska & Shaner, 1997) loving, diligent and humorous (Miller, Leyell & Mazacheck, 2004). Yet, sometimes older men were portrayed as grumpy (Ylänne & Williams, 2009) and less dependent (Yamanaka, 2000).

Miller, Leyell and Mazacheck (2004) added that there were very few portrayals showing older men and women as unhappy and unhealthy. Ylänne and Williams (2009) found that both genders were mostly portrayed as positive and competent characteristics. Harwood and Roy (1999) found that both genders were equally positively portrayed as well groomed, active, healthy and happy although the facial expression of older character in U.S were more positive compared to the Indians in US. Although it can be seen that ‘double jeopardy’ still exists in some advertising studies, most do not explore gender differences in terms of their portrayal.

Overall, however, the available relevant literature suggests that:-

*P10: In comparison to their male counterparts, older females will be portrayed in stereotypical ways.*

#### **2.4.4 Ageing Theories and the Portrayal of Older Adults in Advertising**

Two similar theories highlight the potentially serious consequences if a negative portrayal is internalised by an older person. The first, 'Social Breakdown Syndrome' (Kuypers & Bengston, 1973) suggests that one's sense of self is a function of the kind of social labelling and valuing that one experiences in ageing. Due to vulnerability owing to the nature of social reorganisation in later life (for example, a lack of positive reference groups or role loss), negative portrayals can have a detrimental affect a person's self-concept (Brown & Moschis, 2006). Learned helplessness, a change in locus of control from internal to external, depression and discouragement can all result (Myers, 1990). A discouraged person is one who lacks confidence and withdraws from taking risks or grasping new opportunities. Discouraged older adults tend to view themselves and other old people as inactive, incapable and undesirable (Myers, 1990). The process of social breakdown then becomes a vicious circle where the individual is vulnerable to and dependent on sources of external labelling. This eventually leads to society's negative view of older people being internalised by the individual, creating further susceptibility, and thus the cycle continues (Kuypers & Bengston, 1973). The theory has previously been applied to mass-media advertising, where it was found that exposure to advertising was negatively related to self-esteem and perceptions of the elderly in general among older consumers (Smith, Moschis & Moore, 1984).

Labelling theory (Rodin & Langer, 1980) is an alternative attempt to explain causes and outcomes of labelling individuals with stigmatised statuses (Tepper, 1994). The theory posits that the mere presence and application of negative labels and stereotypes can lead to negative outcomes, including low self-esteem and even age-stereotyped behaviour. Similarities between labelling theory and the social breakdown model are apparent. Both suggest that older people may internalise negative stereotypes, leading to lowered self-esteem, which in turn decreases their ability to exercise control over the environment. The models differ, however, in the starting point of the process. The social breakdown model suggests that an older person becomes susceptible to negative

labelling because of the lack of normative guidance and role loss that typically accompanies the movement from middle to old age, while labelling theory suggests that merely the presence and application of negative labels and stereotypes can lead to negative outcomes. Both models agree that assigning people a label influences subsequent behaviour, a suggestion that has much empirical support (Tybout & Yalch, 1980; Breakwell, 1986).

Positive portrayals of what it means to be old are particularly important, then. Indeed, findings suggest people increasingly rely on the media as they age (Festervand & Lumpkin, 1985; Steven, 1981). Theories of successful ageing therefore propose that positive portrayals of old age in communication and media are important in order to aid individuals in adapting to older age (Nussbaum, Thompson & Robinson, 1989). Hence, advertising should depict older adults as physically healthy, intellectually capable and socially active (Roberts & Zhou, 1997) in order to boost self-esteem among older adults. At the same time, such positive portrayals can positively impact the ways in which older adults are treated by society as a whole (Rodin & Langer, 1980).

It has been suggested that the media is important in aiding people to age successfully and adapt to age-related changes (Nussbaum, Thompson & Robinson, 1989). The ageing theories outlined in the preceding sections may aid marketers and advertisers to better target older consumers. For example, Roberts and Zhou (1997) suggest the application of activity theory in order to design advertisements that portray older adults in active and positive roles, while continuity theory suggests older adults should be shown doing the things they have always done. Moreover, continuity theory suggests that older adults will want products and services that enable them to continue with their normal lives for as long as possible. All of the theories warn against using negative images (Watts, 1992). Indeed, disengagement theory and the concept of social breakdown syndrome warn against the use of stereotypically old portrayals, given that such images can be internalised by the older adult. Rather, older advertising characters should be portrayed as physically healthy, intellectually capable, and socially and physically active, and these ageing theories explain the negative outcomes that can occur if older adults internalise negative stereotypes.

This leads to the following proposition:

*P11: Older adults will respond positively to positive portrayals in advertising*

#### **2.4.4.1 Ageing and Advertising Theories**

In addition to the general ageing theories which are useful for advertising, there are two advertising theories that are particularly useful for marketers and advertisers when targeting older adults. These are cultivation theory and schema theory.

##### ***Cultivation Theory***

The Gerbner Cultivation theory has been widely used in discussing the media (Harwood & Anderson, 2002; Zhang et al., 2006; Potter, 1993), particularly television advertising. This theory states that a person will trust that the message shown is genuine when he or she is being exposed to the media (Shanahan & Morgan, 1999). Cultivation theory focuses more on how media impacts people's attitudes instead of their behaviour: that is, it focuses on how people think more than what people do (Gladen, 2008). According to cultivation theory, media plays a vital function in forming different views, suggesting therefore that society will cultivate and adopt attitudes based on the images, values, and social behaviour of particular groups portrayed in the media (Gerbner & Gross, 1976). In a nutshell, this theory suggests that if consumers are frequently exposed to stereotypical portrayals of older adults – and those stereotypes can be positive or negative – their perceptions of and attitudes towards older people will coincide with those portrayals.

Although cultivation theory has been criticised on the basis that it assumes homogeneity in the media, in particular television programmes, and disregards the importance of

social dynamics of media use (Chandler, 1995; Potter, 1993). Chandler (1995) argues that ‘cultivation differential’ will occur between light and heavy viewers, and found that when older adults are portrayed negatively either on television or in other media, in comparison to light viewers heavy viewers tend to hold more negative perceptions about older adults. This is important given that older adults have been found to be relatively high users of media, particularly television (Kain, 2010; Reid, 1989). Cultivation theory has been used to examine the relationships between television viewing and the ideas that people have about aging, occupation and health (e.g. Signorielli, 1993; Signorielli & Lears, 1992a). Findings suggest that that media – and therefore advertising - can influence stereotyping (Gronhaug & Heide, 1992). The implications of this theory are clear: if consumers are exposed to stereotypical portrayals, their perceptions of older adults will coincide with the images they see (Gerbner & Gross, 1976).

### ***Schema Theory***

A schema is a cognitive framework that helps interpret and organize information. Schemas are useful because they give people a kind of ‘shortcut’ to interpret a vast amount of information (Cherry, 2015), and therefore encourage parsimonious and efficient information processing (Fiske & Taylor, 1991) and classify and guide an individual’s perceptions (Bem, 1981). Schema theory is related to stereotyping, because a schema can comprise a compilation of knowledge and beliefs (schemata) about the characteristics of a social group. Clearly, a schema pertaining to a social group impacts an individual’s perception of that group, which can lead to judgements and behaviour toward the group (Macrae, Stangor & Hewstone, 1996). Schema theory therefore offers a description of why and how stereotypes affect individuals. A schema can be built from individual association and guided through observation of others and information from the media (Robinson, Gustafson & Popovich, 2008). Schema theory therefore explains how stereotypes portrayed in the media and advertising can affect not

only how older adults feel about themselves, but also have a profound effect on how younger people feel about older people (Middlecamp & Gross, 2002; Okoye & Obikeze, 2005). Moreover, if an older adult demonstrates a particular attribute (e.g., they are grumpy or senile) that has been portrayed in the media the schema is sustained (Pecchioni & Croghan, 2002; Robinson, Gustafson & Popovich, 2008). Kimuna, Knox and Zusman (2005) found that schema pertaining to old people among young people include negative beliefs such as less strength and more physical constraints, but also found some positive beliefs such as old people have more money than other age groups. Gellis, Sherman and Lawrance (2003) found that young people believe that older adults are less productive, less confident and are slow in adjusting to change.

Although schema theory has been criticised on the basis that it does not make obvious prediction about how stereotypes should be measured (Macrae, Stangor & Hwastone, 1996) or forecasted, the theory does help explain the importance of positive portrayals and the potential damage of negative portrayals of older adults in advertising, and how such portrayals can affect the perceptions of both young and old adults towards older people (Robinson, Gustafson & Popovich, 2008).

#### **2.4.5 Age-related Social Attitudes**

The preceding theories suggest that younger and older adults have different attitudes towards older models in advertising. Moreover, social differences in attitudes towards age and ageing have been found. Perceptions of old age, especially negative remarks about older adults, will not only affect older people but will also affect how young people feel about getting older and how they perceive or feel about older people (Robinson, Gustafson & Popovich, 2008). Attention has been given to studying the attitudes towards older adults in order to prevent biases, especially from the perspective of young people, towards old people. There is a lack of consensus among these studies,

claiming that attitudes towards older adults are more negative compared to attitudes towards younger people (Netz & BenSira, 1993; Palmore, 1982), other ageing attitude research also found positive and mixed attitudes towards older adults (Chasteen, Schwarz & Park, 2002).

Faulkner, Simone, Irving and Ginis (2007) found that younger people have a good impression of older adults that practice active and healthy lifestyles. Chasteen, Schwarz and Park (2002) found that young and older adults do not show signs of automatic ageism. Their study suggested that younger and older adults do not really have different views of older people. In fact, sometimes young people do have favourable attitudes towards older adults. Their study is in line with other studies that claim people may have multiple stereotypes (i.e. both positive and negative) towards older adults (Hummert, 1990). Robinson, Gustafson and Popovich (2008) claim that neither older adults nor young people like advertisements that ridiculed or poked fun at older adults or presented the elderly as unattractive. Netz and BenSira (1993) claimed that young people rated older adults on the lowest rank, indicating negative stereotypes and unfavourable attitudes towards aged people. Most Americans, especially young people, hesitate to accept ageing and are usually against old age (Kite & Wagner, 2002; Gellis, Sherman & Lawrence, 2003). Negative attitudes about old age make way for the perceiver to regard older adults as less important compared to young people, especially regarding the welfare and humanity of the elderly (Nelson, 2005).

Basically, ageism is a contributing factor that makes young people avoid and neglect older adults, perhaps perceiving older adults as a burden. Some young people feel that older adults are all the same (Liu et al., 2003) because young people stereotype older adults based on their age and not on other features such as ethnicity, sex or occupation (Lyon, 2009).

Young people's attitudes towards older adults in Asia also produced various results. Countries like Philippines, Singapore, Taiwan and Thailand have different perceptions towards older adults compared to the West. According to Dayton and Saengtienchai

(1999), young people in those countries have more respect for older adults more compared to the West. Williams et al. (1997) in their cross-cultural studies between the East and West, found that young people in US, Canada and Australia perceived declines in older adults in personal vitality, attractiveness, health and strength but also perceived increases in positive attributes such as sociability, wisdom, kindness and generosity. Similar results were obtained from young people in Korea. Sung's (2004) comparison study between Korean and American of young people's attitudes towards older adults found that young Korean people care about and respect, paying attention to older adults more compared to young Americans although both groups share the value respect for the elderly.

Although many studies have been carried out in the West and some in Asian countries, no studies on attitudes towards older adults in Malaysia can be found. No evidence has been found to make conclusion on the attitude of young people in Malaysia towards old age people. The possibility that young people in Malaysia respect older adults can be based on the foundation that Asians do respect the elderly because of custom. However, the perceptions on older adults' personal vitality (i.e. health, attractiveness) are still uncertain since no studies have been tapped into this matter.

This leads to:

*P12: Attitudes towards ads using older models will differ between younger and older adults.*



#### **2.4.6 Age-Gender Perceptions**

Gender plays an important role in the construction of age-related beliefs (McConatha et al., 2003) and influences the probability of reaching old age (Barret & Von Rohr, 2008). Gender may also impact attitudes towards older adults, with several studies finding that older men are viewed less positively than older women (Jelenec & Steffens, 2002; Laditka et al., 2007). These findings are in contrast to early studies which show that younger people viewed older women as less productive and more dependent compared to older men (Hawkins, 1996).

There are also gender differences found between young people in terms of attitudes towards older adults, with studies finding that younger women tend to have more positive attitudes towards older adults compared to younger men (McConatha et al., 2003; Rupp et al., 2005).

In an experiment where young people were asked to draw illustrations, Barrett and Cantwell (2007) found that younger people frequently illustrated older women more positively than older men. In fact, when comes to drawing old people, younger people sketch older men more often than older women (Lichtenstein et al., 2005) especially with a walking aid. Barrett and Von Rohr (2008) found that women have positive attitudes towards older adults and women will draw more positive pictures of older adults.

Although no study has to date been conducted into age-gender perceptions in Malaysia, it can be concluded that women have more positive views towards older adults compared to men. Also, older women are frequently being portrayed positively compared to older men by younger people.

This leads to:-

*P13: There will be gender differences in attitudes towards advertising containing older Models*

#### **2.4.7 Perceptual Differences between Different Older Adults**

Due to differences in behaviour, attitudes and values of older adults, market segmentation is important to cater for the older adults' market. Sudbury and Simcock (2009) confirmed that older adults are not homogeneous and can be segmented. There are different ways in which older adults can be segmented. Earlier models were mostly based on specific products or certain demographic such as age. Leventhal (1991) has proposed to segment older adults based on chronological age and other factors such as marital status, purchasing power and health.

Most of the older adults' segmentations are based on product categories. Mumel and Prodnik (2005) identified four segments for apparel shopping while Sellick (2004) offer ways of segmenting the travel market for older adults. Moschis (1992) designed a multidimensional techniques, called gerontographics which is based on a range of consumer behaviours and has been described as the most comprehensive segmentation model of older Americans (Sudbury & Simcock, 2009). Gerontographics uses activities and life-style profiles (i.e. the thoughts and actions that older adults show in various degrees) as the basis of segmentation. The gerontographic segmentation provide four segments for older adults who are aged 55 years and older (Moschis et al. 2004). The four segmentations are as follows:-

1. *Healthy hermits*- Individuals in relatively good health, yet somewhat withdrawn socially.
2. *Ailing outgoers*- Individuals in relatively poor health yet determined to remain socially active.
3. *Frail reclusives*- Inactive individuals usually burdened with health problems and very concerned with personal and physical security.
4. *Healthy indulgers*- Individuals that are relatively wealthy and focused on making the most of life.

Sudbury and Simcock (2009) later came out with comprehensive segmentation model that overcomes many of the limitations of previous segmentation studies of older adults.

Like, gerontographics, this UK model includes a range of consumer behaviour and gerontology concepts and variables, and also includes a media consumption profile which is useful for targeting purposes. The five segments differ considerably from one another on a range of variables. The five segments are:-

1. *Solitary sceptics*- This is the least healthy group. They feel 12 years younger than their 66 years. They has average income and mostly retirees. They are moderately active and mostly are grandparents to older children and teenager. They are relatively low users of radio and the internet, but the highest consumption of newspapers and magazines in the 50+ market.
2. *Bargain-hunting belongsers*- This is the oldest group with chronological age of 70 and cognitive age of 61. Only 4 percent still feel young. They are least affluent segment and majority are retirees. They are less physically active but feel healthier than solitary sceptics. They are the most nostalgic and place greater importance on a sense of belonging. Most of them live alone but close to their families and friends. They are the highest consumers of television, fairly high consumers of radio, newspapers and magazines but the lowest internet usage.

3. *Self-assured sociable*- This segment has highly youthful outlook which on average 59 years old and cognitively only 48. Majority of them are grandparents to pre-schoolers and primary school children. This is a healthy, energetic, and social group. As consumers, they are highly price-conscious, sceptical towards credit and hate senior discounts. They are the least materialistic group. They are the lowest users of newspapers and magazines but moderate users of the internet. They are the highest users of radio.
4. *Positive pioneers*- This is the youngest segments for both chronological and cognitive age with average chronological cognitive age of 56 and 46. They are relatively affluent and the fewest empty nests. Most of them enjoy energetic activities and they take the most vacations abroad. This group is the most venturesome and show far greater market driven tendencies. They have the most positive attitudes toward marketing and consumerism with relatively high level of materialism. They are not price conscious and have positive attitudes towards credit but still unsure about senior discounts. This segment can be reached through magazines and internet but the lowest radio consumption.
5. *Cautious comfortables*- This is fairly young group. This is the most active and energetic segment. This is the most affluent group with highest incomes. Majority of them are married empty nesters. This the most active and energetic group and enjoy taking vacation both abroad and in UK. They do not enjoy having people around but still contact with their families. As consumers, they are the least venturesome and unsure about senior discounts. They have the most positive attitudes towards credit and display low levels of price consciousness. They are the lowest consumers of television, and relatively low for newspapers and magazines consumption. They use internet more than any other segment.

In terms of Malaysian older adults, there is no study that have identified segments of older adults in Malaysia or have uses the existing segmentations particularly to understand media consumption or advertising responsiveness. Clearly, these different

segmentation models show that older consumers are not homogenous mass and it cannot be assumed that all older adults will respond in the same way to images of older adults in advertising. Such findings could be the first step towards segmenting the older consumer market in Malaysia.

Therefore:

*P14: In terms of perceptions of advertising using older models, there will be differences within the older consumer market*

## **2.5 THE CONCEPT OF AGE**

### **2.5.1 The limitations of chronological age**

Although chronological age may be a useful indicator of expected behaviour in early life (Jarvik, 1975) its limitations have long been acknowledged by gerontologists (Adams, 1971) and marketers (Moschis & Marthur, 1993). In fact, as people age and experience different life events, their lifestyles, needs and therefore purchasing habits become very different and more unique (Moschis et al., 2000), which means chronological age is a less useful index for marketers targeting older consumers (Settersten & Mayer, 1997; Sudbury, 2004).

Moschis and Marthur (1993) claim that chronological age is probably not a good discriminator of the different age categories of older adults. Different older adults may experience different life events when they reach their 50s. Barak and Schiffman (1981) claim that although chronological age is the most used of demographic indicators by market research companies, it has its own limitations, specifically in research that looks at the behaviour or attitudinal pattern of older adults. Barak and Schiffman (1981) also argue that chronological age does not consider the fact that people generally perceive

themselves to be at an age other than their birth age. According to Teller, Gittenberger and Schnedlitz (2013), chronological age is limited in terms of understanding and accounting for heterogeneity in older consumer markets. They further added that chronological age represents an inadequate measure in understanding and predicting consumer's perception and behaviour. In sum, it can be said that the number of years lived is a poor indicator of a person's attitudes and behaviour (Chua, Cote & Leong, 1990; Van Auken et al., 1993).

### **2.5.2 Cognitive Age as an alternative age measure**

In response to the fact that chronological age is not a good indicator of attitudes, beliefs or behaviour, Barak and Schiffman (1981) developed the cognitive age scale. Ageing is multidimensional and people age biologically, psychologically and socially (Riley, 1985) based on how older adult feels (psychological and biological), looks (biological), acts (psychological and social) and is reflective of their interests (psychological and social).

Individual's self-perceived age gives better understanding on consumer behaviour compared to chronological age (Cleaver & Muller, 2002). The view in terms of how people feel, look, and what they are interested in, may influence their purchasing behaviour (Johnson, 1996). Studies have found that cognitive age is important, especially for making creative decisions, targeting and retailing (Van Auken, Barry & Anderson, 1993). It is also useful in advertising (Stephens, 1991; Wright, 1973). Cognitive age is defined as the age that one regards oneself to be, and is regarded as an element of self-concept (Johnson, 1996).

Previous studies constantly find that the majority older adults feel younger than they actually are (Stephan, Chalabaev, Kotter-Gruhn & Jaconelli, 2013; Kleinspehn-Ammerlahn, Kotter-Gruhn & Smith, 2008). Individuals who are cognitively younger

feel satisfied with their life, are more active and socially involved (Chua, Cote & Leong, 1990). Older cognitive age is related to attitudinal and demographic variables (Gwinner & Stephens, 2001), such as less self-confidence (Barak & Gould, 1985), less satisfaction with life (George et al., 1980), older chronological age (Markides & Boldt, 1983), and lower income (George et al., 1980). Barak and Rahtz (1989) found that some of the cognitively old felt lonely and had low self-esteem while those who perceive themselves as cognitively younger have greater self-respect and belief in their own capability. Cognitive age will depend on the attitudes that an individual holds towards ageing and on self-perception (Catterall & Maclaran, 2001).

There are interesting studies that relate to the cultural dimensions of cognitive age. It is noteworthy that cross-national differences have been found. Sudbury-Riley, Kohlbacher and Hofmeister (2015) investigate cognitive age among Baby Boomers in the UK, Germany, Japan and Hungary. They found that the 'young at heart' philosophy holds true for many older adults in all four countries. Most the older adults have cognitive age identities that are significantly younger than their chronological age. However, important differences between these countries suggests culture does impact cognitive age. The study argues that self-perceived age is an important phenomenon and showed there is indeed a global consumer culture that is the young at heart. Earlier, Kohlbacher, Sudbury-Riley and Hofmeister (2011) found that Japanese and Hungarians had a smaller difference between cognitive and chronological age than did their UK and German counterparts indicating that most of Japanese and Hungarians already adopted an old age identity and already feel old compared to UK and German older adults.

Szmigin and Carrigan (2000) studied innovative behaviour towards holiday destinations. It was proposed that older consumers with younger cognitive age might be more likely to be innovative in their consumption behaviour compared to others of the same chronological age. However, they found out that no evidence of a younger cognitive age being linked to domain-specific innovativeness and suggest that this could be due to older consumers becoming increasingly ageless in their consumption behaviour.

Amatulli, Guido and Nataraajan (2015) studied luxury purchasing and cognitive age among older adults. Findings indicate that older adults will purchase luxury products for reasons of status, which is no different to younger adults, and also because they tend to feel young. They also found that, in order to meet their needs and wants, older consumers with a lower cognitive age will rely more on brands compared to those with higher cognitive age.

The only study on cognitive age in Malaysia was done by Ong, Lu, Abessi and Phillips (2009). The study found that older Malaysian view themselves to be several years younger than their chronological age which is consistent with past research. Their study found the age difference between chronological and cognitive age was 11 years whereas the age difference found in UK was 10 years (Sudbury- Riley et al., 2015; Sudbury & Simcock, 2009). Research shows older American feel between 7 and 15 years younger (Barak et al., 2011; Barak & Schiffman, 1981; Goldsmith & Heiers, 1992; Marthur & Moschis, 2005). Comparing to several Japanese studies that shows the difference is not as big as been found in UK or in US (Kolbacher et al., 2011; Prieler et al., 2011). Ong et al. (2009) also found that as people think themselves to be old, their behaviour towards defensive ageing consumption decreases. In other words, when a person perceive him or her as old, he will stop buying anti-ageing products and stop activities that do not suit their age such as hiking.

Hence:-

*P15: The Chronological and Cognitive ages of older Malaysians are significantly different.*

### **2.5.3 Gender and cognitive age**

Age and gender serve as essential dimensions in both cognitive and social structures. Females are believed to reach middle and old age or even prime of life earlier compared



to males (Kite et al., 2005) and tend to feel cognitively younger than male (Chung Wei, 2005). Some studies show that there are gender differences in terms of cognitive age (Peters, 1971; Wilkes, 1992) but many more report no gender differences in cognitive age (Infurna et al., 2010; Rubin & Berntsen, 2006).

Women tend to see their age differently compared to men and they are more sensitive to negative remarks that associated with age (Bengston, Kasschau & Ragan 1977; Peters 1971). According to Chung Wei (2005) men and women with the same age may differ in cognitive age due to different psychological traits. Barret (2005) claim that women are usually evaluated on traits associated with youthfulness such as physical beauty and sexual appeal. Up till now, there is no study on gender and cognitive age found in Malaysia. Therefore, it will be good to know whether in Malaysia there is gender differences in terms of cognitive age.

This leads to:

*P16: There will be differences between men and women in terms of their  
Cognitive Age*

#### **2.5.4 Ethnicity and cognitive age**

There is very limited literature pertaining to cognitive age and ethnic differences. Chua, Cote and Leong (1990) found that those inclined to Western culture (i.e. individualistic, open minded) had younger cognitive ages compared to those inclined to Chinese culture. They further added that older Westerners mostly perceive themselves as young because their actual age status is not respected. Chua et.al (1990) who conducted cognitive study in Singapore found that those English- speaking respondents feel younger than their actual age compared those who Chinese speaking. On the other

hand, those who follow Chinese culture were willing to accept their actual age because older age is respected in the Chinese culture. Barak et al. (2003) claim that this may cause one to simply aspire to be older than one's cognitive age in order to earn respect and appreciation. However, later Ying and Yao (2010) found that most of older Chinese perceived themselves to be younger than their actual life age (i.e. for at least 10 years younger than they actually are) which is in line with Western studies.

Barak et al. (2003) argues that Asian older adults are generally happy and satisfied with their age roles. They further mention that older Asians think it is wasteful to use teenage models in ads in order to appeal to or attract older consumers. Ong, Ying Lu, Abessi and Phillips (2009) claim that knowledge and understanding on cognitive age among older adults will help in designing advertising messages and in promotion strategies.

Although Ong (2010) claims that older adults in Malaysia are interested in looking younger than their chronological age, her study did not mention whether all the races studied are fond of using anti-ageing products. This information is important because different ethnic backgrounds may cause different perceptions on cognitive age. As far as cognitive research is concerned, up to now, there is a paucity of research into cognitive age among older Malaysians, even from the gerontologist's point view. Most Asian studies were targeted on the Chinese community while in Malaysia, the Malay population form the majority, followed by Chinese and Indians. This makes the studies less useful to this thesis because different races may have different perceptions on age. Yet, culture does impacts cognitive age. For example, Sudbury-Riley et al. (2015) show that youth bias (i.e. the difference between chronological and cognitive age) is less for Hungary and Japan but it increases for German and UK where this finding seem to challenge the assumption of cognitive age as culture free.

This leads to:

*P17: There will be differences in cognitive age based on ethnicity*

### **2.5.5 Cognitive Age: Antecedents and Correlates**

Studies show that people whose cognitive age is older than their chronological age tend to be less educated (Markides & Boldt, 1983; Underhill & Cadwell, 1983). Ong et al. (2009) revealed that older adults with higher education demonstrates higher frequency of exercise in order to stay healthy and young compared to those who are lower education. Their study also revealed that those with high education will adopt anti-ageing products.

Income is also used from the marketers' perspective compared to those of gerontologists and sociologists for cognitive research. Underhill and Cadwell (1983) have found that individual cognitive age which is older than their chronological age tends to have lower income.

Older cognitive age is associated with poor health (Sirgy, Mentzer, Rahtz & Meadow, 1991). The sense of feeling younger among older adults is considered important because people who are in better health and better physical shape, they feel cognitively young (Stephan, Chalabaev, Kotter-Gruhn & Jaconelli, 2013). Infurna, Gerstorf, Robertson, Berg, and Zarit (2010) claim that those who felt cognitively younger believed that their health is better than other people of their age. Schafer and Shippee (2010) found that those who cognitively feel young are found to be more optimistic in maintaining memory and other aspects of cognitive ability.

According to Gwinner and Stephens (2001), those who cognitively feel older will be less involved in social activities and participate less in group activities (Bultena & Powers, 1978; Tuckman & Lavell, 1957). Gwinner and Stephens (2001) also mentioned that usually those who have negative attitudes towards old people are the ones who are most likely identified as cognitively old themselves.

Cognitive age has also been used extensively in marketing and consumer behaviour studies, and that it has been shown to be useful for better understanding the marketing/consumer behaviour of older adults. Sudbury and Simcock (2009) claim that cognitively young and cognitively old are different in terms of their evaluation towards financial products and tourism and leisure. This will strengthen their relative cognitive youth. In contrast, Sudbury and Simcock (2009) assert that the cognitively old prefer financial products such as health care, insurance and funeral fund which help to ease their feelings of economic and psychological insecurity.

Cleaver and Muller (2002) found that those who are cognitively older place importance on security while younger cognitive ages focus more on fun and enjoyment. Sudbury and Simcock (2009) feel that positioning promotions on the basis of loyalty rewards may be the only way to reach youthful older adults.

Teller, Gittenberger and Schnedlitz's (2013) study on cognitive age and grocery-store patronage by older adults found that the satisfaction of product range, atmosphere and manoeuvrability become stronger with increasing cognitive age. They claim that cognitive age dimensions influence perceptions and the behaviour of older adults in shopping. Ying and Yao (2010) found that older adults who feel younger than their actual age are willing to accept new things, less price sensitive and willing to spend money on themselves.

In terms of technology, cognitive age is associated with consumers' adoption behaviour in the high- tech product context: those who are cognitively younger were prefer high-technology products (Chung Wei, 2005). This support the study by Sudbury and Simcock (2009) showing that 'Cautious Comfortable' older adults segment who are fairly young group uses internet more than other segment.

Chang (2008) claim that featuring younger models in advertisements are preferable especially to those older adults that perceived themselves as young. He found that the congruency between the ad model's age and the consumer cognitive age will encourage

the consumer to conclude that the advertised product is for them. Hong and Zinkhan (1995) supported that ads portraying images that are congruent with the ad target's consumer will lead to positive attitudes.

All these studies have shown that the use of cognitive age is not only in gerontologist studies but widely used in marketing, consumer behaviour and advertising studies as well, suggesting that:

*P18: Persons of different cognitive ages will respond differently towards advertisements.*

## **2.6 CONCLUSION**

The chapter has focused on wider issues on older adults in advertising and their attitudes towards advertising. It first explained the numbers of older adults in advertising. It shows that older adults have tended to be underrepresented in previous studies. The chapter then moved on to the importance of representation. Research suggest that older adults rely on media more than younger adults. This section also explain the age differences in terms of the amount of media that older adults consume comparison to younger people and the differences in the ways in which advertising is used by the different age groups.

The chapter then moved on to consider ethnicity. Ethnicity may also contribute to the way older adults interpret advertisements. Also, different ethnic groups may respond differently to different advertisement appeals. The chapter also includes a discussion on how women tend to be even more underrepresented than males.

The chapter then moved to a review on the role of older adults in advertisements. The literature have highlighted that older adults are often given either background or minor roles. However, Asian studies show a mixture between minor and major roles. It also review on product categories that older adults are usually limited to. On top of that, the literature also review the gender differences in terms of roles, setting and product categories among older models.

The review of the literature continued with the ways older models are portrayed in advertising. It also explained that women are likely to be portrayed in a more stereotypical way than men, noting that stereotyping is an important consideration and arguing that older adults are generally associated with negative stereotypes. However, it is different for Asian studies specifically in Malaysia which revealed that older adults in Malaysia are associated with positives stereotyping. The difference is maybe due to ethnic diversity and geographical location.

In terms of ageism, Malaysian older adults are left behind due to lack attention from public, government, marketers and businesses. A few theories being discussed such as disengagement theory, activity theory, personal development and continuity theory which able to help advertisers to understand older adults and encourage positive images.

The chapter then discussed on the age-related social attitudes where it talks about young people's attitudes towards age and ageing and older adults. In addition to social differences between younger and older adults, this section also explains that there are likely to be gender differences. This section also explains that older adults are not homogenous and can be segmented and explains the different ways in which older adults can be segmented.

The final section of the literature review discussed on the concept of age. This section review the limitations of chronological age, cognitive age as an alternative measure, gender and cognitive age, ethnicity and cognitive age and other variables such as health,

socio economic status, behaviour, activities that related to cognitive age. This section also shows that cognitive age has been used extensively in marketing and consumer behaviour studied and it has been shown to be useful for better understanding the marketing/consumer behaviour of older adults.

The literature review is now complete. A number of propositions have grown from the review. It is therefore to consideration of the methodology and research methods which this thesis will now turn.

## **CHAPTER 3**

### **3 METHODOLOGY**

#### **3.1 INTRODUCTION**

This chapter focuses on the research design. It starts with explanations and definitions of ontology, epistemology and methodology. These are followed by a discussion of the positivist philosophical stance taken in this research. This chapter also discusses the quantitative research methods used for the study, which comprises two parts: a content analysis of Malaysian advertisements and a survey administered to Malaysian consumers. The methods utilised in both parts are detailed, and these include sampling techniques, the judging and coding procedures used in the content analysis, and the design and administration of the questionnaire, as well as the ethical considerations given.

#### **3.2 PHILOSOPHICAL STANCE**

Different researchers may have different ontological, epistemological and methodological perspectives. The explanations from the perspectives of ontology, epistemology and methodology of positivism are different from those of interpretivism.

Ontology can be defined as 'the nature of what exists and what can be examined by researchers' (Bertrand & Hughes, 2005, p53). Ontology can also refer to 'an abstract model of how people think about things in the world, usually restricted to a particular subject area' (Gruniger & Lee, 2002, p40).



Epistemology is usually concerned with the question of what is regarded as acceptable knowledge in the area of studies. Bertrand and Hughes (2005) define epistemology as 'a theory of how knowledge is constructed by human subjects and answers questions regarding how we know what is'. As for methodology, Bertrand and Hughes (2005) define it as a systematic study of methods and techniques that are used together in order to carry out research.

Hassard (1991) mentions that Burrell and Morgan (1979) define all the three concepts as:

- Ontology- 'the essence of phenomena under study' i.e. it is to do with our assumptions on how the world is made up and nature of things.
- Epistemology- 'the grounds of knowledge' i.e. it is about our beliefs on how one might discover knowledge about the world.
- Methodology- 'the way in which one attempts to investigate and obtain knowledge about the real world' i.e. it is the tools and techniques of research.

The philosophical perspective that has been taken in this research is positivism. The content analyses used in this study are quantitative. The uses of content analyses and self-completion questionnaire meet the requirement of a positivist stance. Marsh and Furlong (2002) mention that quantitative methods are frequently used as research tools by positivists, as these are objective and replicable. Positivists look at the explanation of behaviour and not the meaning (Poetschke, 2003).

### **3.2.1 Positivism**

The term positivism is defined as 'an epistemological position that advocated the application of the methods of the natural sciences to the study of social reality and beyond' (Bryman & Bell, 2015, p15). Positivism has a rich historical tradition

(Hirschheim, 1985). As mentioned by Bertrand and Hughes (2005), positivism was the first stance to be applied in media research.

Epistemologically, the original positivism preferred deductive knowledge or application of theory rather than inductive knowledge (Delanty & Strydom, 2003). Levin (1988) claims that positivists always believe that reality is stable and can be noticed and described from an objective viewpoint (i.e. without restricting or interfere the phenomena being studied). Quantitative strategies serve this positive ideal by providing rigorous, reliable and verifiable data and the statistical testing of empirical hypotheses.' Positivism is related to a scientific approach, which is appropriate for quantitative research (Afroze, 2010).

Positivism highlights the importance of an objective scientific method and can be regarded as research strategy (Aliyu et al., 2014) where researchers collect facts and study the relationship of one set of facts to another. This means that there is a split between the subject and the object of knowledge. In other words, the use of self-completion questionnaire for this PhD thesis enabled the researcher to be distanced from respondents, therefore meeting the requirement of a positivist stance. The reporting of older adults' portrayal and not the meaning of the advertisements also meets the requirement of a positivist stance. For this study, the author is not looking at the meanings of portrayals, but counting the roles and numbers. Therefore, it is quantitative and the author feels that what she is measuring is objective reality and not subjective interpretation of the meanings of the advertisements. Likewise, a quantitative survey is used in part two. The author was not present when respondents filled in the survey. Hence the author was distanced from this part of the data collection as well.

### **3.2.2 Positivism vs. Interpretivism**

In contrast, interpretivism (which is more appropriate for qualitative research) is a way to gain insight through discovering meanings (Afroze, 2010). Interpretivism discovers the richness, complexity and depth of phenomena (Corbin & Strauss, 2014). Interpretivism involves an inductive process where it serves interpretive understanding of social phenomena within a particular context (Collis & Hussey, 2009) while positivism's focus is more on deductive processes.

Basically, positivism emphasise the importance of studying social and organisational realities in a scientific manner that reflects the research process used in the natural science, while interpretivism stresses more the understanding of human's perception of the world (Aliyu et al., 2014). Positivism focuses more on numbers while interpretivism more focuses on words. Positivists analyse phenomena in terms of variables where investigation starts with theory and refines theory with data. On the other hand, interpretivism more focuses on reasoning, subjective interpretations, and feelings of humans in order to understand and explain the phenomena. Therefore, knowing that an interpretivist approach is lacking in objectivity, this PhD thesis adopts a positivist, quantitative approach.

### **3.2.3 Positivism vs. Pragmatism**

Benbasat et al. (1987) feels that no single research methodology is fundamentally better than any other. Therefore, many researchers select a combination of research methods in order to improve the quality of research (Kaplan & Duchon, 1988). Onwuegbuzie and Teddlie (2003) claim those who are involved in the debate pertaining to qualitative versus quantitative paradigms tend to confuse the logic of justification with research methods. Therefore, some research tends to treat epistemology and method as being synonymous (Bryman, 1984). Because of this, mixed methods is safely positioned in a

pragmatic philosophy. Pragmatism focuses more on the research problems or questions and does not become entwined in the philosophical debate. Pragmatism is also helping researchers to think about traditional dualisms that always debated by the purist (Johnson & Onwuegbuzie, 2004). Maxcy (2003) feels that by considering pragmatic position may help to improve communication among researchers from different paradigms. Pragmatists emphasise creating knowledge through a series of actions or projects that different people or groups can accomplish together. In short, a 'pragmatic approach rejects the need to choose between a pair of extremes where research results are either completely specific to a particular context or more generalised set of principles (Morgan, 2007, p.72)

However, qualitative and quantitative purists feel that mixing a research paradigm is impossible (Guba, 1990; Howe, 1988) because of the differences between these two orientations. The two dominant paradigms has led to two research cultures-“one processing the superiority of ‘deep, rich observational data- qualitative’ and the other virtues of ‘hard, generalizable’.....data-quantitative” (Sieber, 1973, p.1335). Most studies position mixed methods in pragmatism as this avoids paradigm wars but a true purist would take the former view. Phillips (1988) mentions that if researchers checked on the origins of quantitative and qualitative paradigms, they would never adopt mixed methods.

This PhD thesis is solely adopting a positivist stance on the basis that this is more appropriate to the specific research questions and propositions.

### **3.3 QUALITATIVE AND QUANTITATIVE METHODS**

Qualitative and quantitative methods are widely used in many contexts of research to build and refine theories (Fine & Elsbach, 2000; Shah & Corley, 2006). Research can be differentiated based on the approach adopted by researchers (Collis & Hussey,

2009). The fundamentals and epistemology for both qualitative and quantitative research are different from one another (Bryman, 1984). The major difference between qualitative and quantitative studies is the different ontological and epistemological orientations that lead and guide researchers and research studies (Castellan, 2010). As previously mentioned, quantitative research is associated with positivism and qualitative research is associated with interpretivism (Rolfe, 2006).

Content analyses can be either quantitative or qualitative (Collis & Hussey, 2003) or even a combination of both (Harwood & Garry, 2003; Weber, 1990). Qualitative content analysis is often used in education, for example, in nursing research (Soderberg & Lundman, 2001). According to Chisnall (2001), qualitative techniques often produce rich and quality data which emphasis on understanding the reasoning instead of measurement. It is difficult to use this technique to represent large population. Therefore, after considering the objectives of this PhD research, qualitative methods seem inappropriate to be adopted for the purposes of this PhD. Quite simply, interpreting the content of advertisements from a qualitative perspective was not applicable in order to answer the research propositions presented in the literature review of this thesis.

Quantitative methods have been adopted for this PhD thesis because a quantitative content analysis is more appropriate in the current context. The researcher has focused on counting the numbers of older models, their roles and reporting actual findings. The author does not interpret anything for the content analysis. Interpreting the content would be more appropriate for a study where the nature of the role and perhaps role interactions are the focus of the study. In the present study, the aim is to ascertain the percentage of advertisements that contain older adults, to quantify the product categories in which older models appear, and the types of roles they portray. Ong and Chang (2009) used quantitative content analysis study to measure the frequency of older models in Malaysia on television advertisements. Since the current study aims to know the usage in terms of numbers and roles types of older adults in both print and television advertisements, a quantitative methodology was chosen. The fact that most

previous studies into older models in advertising have adopted a quantitative content analysis approach (Ong & Chang, 2009; Simcock & Sudbury, 2006; Swayne & Greco, 1987) is another main reason for adopting this method for this PhD. It is important that the author is able to meaningfully compare the results of the current study with other studies, both Malaysian and international. Although content analysis can be either quantitative or qualitative (Kohlbacher, 2006) in marketing studies especially in advertising, the overwhelming majority of studies pertaining to older models in advertising use quantitative content analysis (Carrigan & Szmigin, 1999; Harwood & Roy, 1999; Robert & Zhou, 1997; Greco, 1993).

In addition to a major content analysis, this PhD thesis uses a questionnaire survey to measure attitudes towards different advertisements among older Malaysian adults by including their self-perceived ages. The study also refers to previous studies in designing the questions in the questionnaire (e.g. Barak & Schiffman, 1981; Edell & Burke, 1987; Leavitt, 1970; Lin, 1999; Ohanian, 1990 and Puto & Wells, 1984). The survey method is seen as the preferred instrument for quantitative studies and replication by using the same or similar research instruments (Bryman, 1984; Sandelowski, 2000). A number of previous studies have used quantitative techniques to study cognitive age and the relationship of various psychological and social marketing variables (Roberts & Zhou, 1997; Sudbury & Simcock 2009; Sudbury-Riley et al., 2015).

Finally, triangulation was taken into consideration. Triangulation is defined as mixed methodologies (Jick, 1979), mixed methods (Creswell et al., 2003) or multi-strategies (Bryman, 2006) in the study of the same phenomena. Multiple methods are believed to be useful for researchers in identifying their intentions and accomplishments of their studies (Bryman, 2006). It is believed that this method allows for improvement and greater accuracy of researchers' judgements and has much to offer (Jick, 1979; Shah & Corley, 2006) because it collects different kinds of data for the same study (Teddlie & Tashakkori, 2009). Collecting different data from different methods provides a better picture of the study unit and increases robustness of results since the findings are

strengthened through triangulation (Kaplan & Duchon, 1988). However, this technique was not used for this PhD thesis because the instruments for the survey were not developed from the content analysis. Clearly, since the author did not interpret the content and did not mix quantitative and qualitative methods for the PhD thesis, qualitative methods, even as part of triangulation, were not used in this thesis.

### **3.4 CONTENT ANALYSIS**

The first stage of data collection was conducted using a quantitative content analysis. This method was chosen as it was the most appropriate to explore the issues raised in several of the propositions. For example, in order to explore P1, which states “The number of older people in Malaysian advertising will be proportionate to the number of older people in Malaysian society” a numerical evaluation was needed of the actual numbers of older models in relation to the percentage of older people in Malaysian society. Likewise, in order to quantify the representation of ethnic groups (P3) older females (P5), and product types (P7), a quantitative analysis was needed. Other propositions (for example, P9 and P10) which relate to the ways in which older models are portrayed, there is actually some degree of judgement needed, which is perhaps more akin to qualitative analysis. However, these propositions, too, could be explored via a quantitative content analysis, while a qualitative analysis would not have been appropriate to meet the needs of P1, P3, P5 and P7. Hence, the main reason for choosing a quantitative content analysis first because the study required to count the numbers of older models, their roles and reporting actual findings. As explained in chapter 1 of this thesis, studies into older models in Malaysian advertising lag behind those in many other countries. Hence, in order to make some comparisons to previous studies, a quantitative analysis was required.

### **3.4.1 Benefits of a Content Analysis**

Content analysis has proven to be a useful method in a number of researches (Krippendorff, 2012). According to past researchers, the benefits of using content analysis in studying the portrayal of older adults in advertisements include:

- the technique allows researchers to compare and contrast previous studies or even duplicate previous advertising studies that used content analysis (Carrigan & Szimigin, 1999; Krippendorff, 1980);
- content analysis provides researchers with much deeper information about advertising that is normally discovered by impressionistic or cursory reading (Prieler et al., 2009);
- content analysis enables comparison of different media (e.g. for this thesis the author will be comparing the use of older models in both TV and print advertisements).

### **3.4.2 Sampling**

#### **Television**

Two weeks of television commercials were content analysed. The sample was generated from three major broadcast networks: TV3, TV8 and TV9. These channels were selected because previous studies suggest the criterion of most frequently viewed television channels in a particular country is the best to be chosen for content analysis study (Firdaus, 2006; Lee, et al., 2006). Since it was difficult for the researcher to record advertisements for all three channels at the same time, TV3 advertisements were recorded from 3<sup>rd</sup> September 2011 till 16<sup>th</sup> September 2011; TV8 advertisements were recorded from 17<sup>th</sup> September 2011 till 30<sup>th</sup> September 2011; and TV9 advertisements were recorded from 1<sup>st</sup> October 2011 till 14<sup>th</sup> October 2011. The advertisements were recorded from 8pm till 12 midnight. These time ranges are the prime time in Malaysian television viewing (Nielsen, 2010).



## **Magazines**

The 10 most popular magazines in Malaysia (Media Guide, 2011) were selected as the population for print advertising. There are no magazines specifically for older adult's readers in Malaysia. It should be noted that not all of the top 10 magazines published in Malaysia are country specific; rather, several are international publications. The top 10 magazines that comprised the population for this study are: Times magazine, Asian Week, Reader's Digests, Fortune, Forbes, The Edge, FHM, The Economist, Dewan Ekonomi, and Flavour. From this population, a simple random sampling technique was used in order to select one 2011 edition from each magazine, thus the final sample comprised one edition of each publication (10 magazines in total) all of which were in print between January and December 2011. All full page and half page advertisements that contained human characters were analysed. Advertisements that contained no people (product only), or non-human characters (cartoons, etc.) were excluded, as were ads without faces (such as hands or legs only).

### **3.4.3 Coding**

Most of the coding categories were adopted from various literatures that have the same or similar categories to the current study. The author has no intention to create a new category or coding scheme for this study. Hence, the coding instruments used in previous content analyses (McArthur & Resko, 1975; Raman et al., 2008; Robinson & Skill, 1995; Roberts & Zhou, 1997; Swayne & Greco, 1987; Zhou & Chen, 1992) were used in this study. However, the author has amended one item to suit the Malaysian context and this study. There is minor adjustment to allow for Malaysian variance and to ensure reliability and validity such as for coding system, three races were taken into consideration (i.e. Malays, Chinese and Indians). This category was the major difference compared to Ong and Chang (2009) study on the portrayal of older adults in Malaysia television advertisements. Apart from that, this study also included magazine

advertisements in Malaysia which was not studied by Ong and Chang (2009). For this PhD purposes, television and print used the same coding instruments in order to gather similar information. Table 3.1 outlines the coding categories, which are then more fully explained.

**Table 3.1: Coding categories**

<b>Categories</b>	<b>Adopted from</b>	<b>Descriptions</b>
<b>Age</b>	<i>Prieler et al.(2009); Roberts &amp; Zhou (1992)</i>	<ul style="list-style-type: none"> <li>• Direct mention: 50 years and above,</li> <li>• No mention but known (such as a celebrity), “look” age, face, hair, wrinkles, posture</li> </ul>
<b>Gender</b>	<i>Prieler et al.(2009); Harwood &amp; Roy(1999); Roberts &amp; Zhou (1997)</i>	<ul style="list-style-type: none"> <li>• Male and</li> <li>• Female</li> </ul>
<b>Ethnicity</b>	<i>Hiemstra et.al.(2005); Roberts &amp; Zhou (1997)</i>	<ul style="list-style-type: none"> <li>• Malay, Chinese, India, other races;</li> <li>• Facial features, colour of skin</li> </ul>
<b>Physical Ability</b>	<i>Washington &amp; Lucas, (2004)</i>	<ul style="list-style-type: none"> <li>• Strong</li> <li>• Weak</li> </ul>
<b>Setting/place</b>	<i>Roy &amp; Harwood (2009); Roberts &amp; Zhou (1992)</i>	<ul style="list-style-type: none"> <li>• Residential,</li> <li>• In a business setting,</li> <li>• Outdoor</li> </ul>
<b>Role importance to advertisements theme/layout</b>	<i>Roberts &amp; Zhou (1992); Harwood &amp; Roy (1999)</i>	<ul style="list-style-type: none"> <li>• Important;</li> <li>• Equally important;</li> <li>• Less important;</li> <li>• Unimportant;</li> <li>• Product expert/ non-expert;</li> <li>• Celebrities</li> </ul>
<b>Social relationship</b>	<i>Roy &amp; Harwood (2009); Hiemstra et.al. (2005)</i>	<ul style="list-style-type: none"> <li>• Alone,</li> <li>• In group</li> </ul>
<b>Activity</b>	<i>Roberts &amp; Zhou (1997)</i>	<ul style="list-style-type: none"> <li>• Sedentary</li> <li>• Non-sedentary and physical activity</li> </ul>
<b>Emotion</b>	<i>Hiemstra et.al (1983); Westerhof, Harink, Seklm, Strick &amp; Baaren (2010)</i>	<ul style="list-style-type: none"> <li>• Positive: happy, fun, light-hearted;</li> <li>• Negative: sad, crying, depressed, weak, unhappy</li> </ul>
<b>Product/Service assumption</b>	<i>Washington &amp; Lucas (2004); Prieler et.al. (2009)</i>	<ul style="list-style-type: none"> <li>• Health and beauty/ pharmacy,</li> <li>• Food products,</li> <li>• Auto/supplies,</li> <li>• Insurances,</li> <li>• Financial,</li> <li>• Household,</li> <li>• Celebrations</li> </ul>

Each advertisement included in the sample was carefully scrutinised and the following clues were used to reach a conclusion:

## ***Age***

Major clues included:

- Direct mention of age
- Extensive grey/ white hair
- Wrinkles of the skin at hands and face
- Extensive loss of hair or balding
- Any reference to being retired or being older adults or both

Secondary clues included:

- Grandparenthood. Although many researchers have used grandparenthood as an indicator of being old (e.g., Reitzes & Mutran, 2004), it was acknowledged that it is possible for adults below the age of 50 to be a grandparent, so this fact was considered in relation to the other major clues when studying the advertisements.
- Physical aids such as wheelchairs or walking sticks. Again, such clues were used in conjunction with the major clues, and impacted judgement only when other indications of age (such as walking slowly or having grey hair) were also present.

## ***Gender and Ethnicity***

Gender was judged on appearance, hairstyles and clothes. Race was classified as

- Malay
- Chinese,
- Indian
- Others

Identification of different races was relatively easy and was based any of the different varieties or populations of human beings distinguished by physical traits such as hair, eyes, skin colour, body shape, etc.,” (Agnes & Guralnik, 1999) or on the language they used, and costume they were wearing. In Malaysia, it is quite easy to detect race based on these characteristics, particularly because different races appear in different advertisements.

### ***Physical Ability***

This was judge based on:

- Strong: physically competent,
- Weak: clearly disabled (e.g. wheelchair) or noticeably frail

### ***Setting/place***

This describes the place or situation the older adults were in the advertisements. It includes:

- Residential- Older adults were pictured in the living room, kitchen, bedroom or setting outside home such as backyard, garden, porch.
- Business setting- Older adults were pictured in his/her workplace including offices, stores, restaurants etc.
- Outdoor- Older adults were pictured outside or free from home for example, park, hospital, homecare etc.

### ***Roles***

The role was based on the part that older adults played in the advertisements. The categories of major, minor and background roles were an effective way to determine the use of older models (Robinson, Duet & Smith, 1995; Swayne & Greco, 1987).

- Major role- This will be those older adults that have dominant, important or equally important part as main character in the advertisements. This can also be product expert/non expert.
- Minor role- This includes older adults who play less important part in the advertisements or play as supporting role.
- Background role- this includes those older adult who play unimportant part in the advertisements.
- Celebrities- this includes all famous older adults (i.e., actors, actresses, politicians and athletes) who have a role in the advertisements.

### ***Social relationships***

This was based on whether older adults were alone in the advertisements or in group which include grandchild, children, family, spouse, siblings, age peer, non-age peers, non-family and others.

### ***Activity***

This was based on whether older adults are active or non- active in the advertisements. The clues include:

- Sedentary- Older adults were sitting, watching TV, reading, knitting etc.
- Non-sedentary- Older adults were physically active for example, standing, jogging, engaging sports, playing golf etc.

### ***Emotion***

Older adults were seen in two situations:

- Positive- Older adults were seen in desirable manner and free from negative portrayal. For example, happy, fun, light-hearted and healthy
- Negative- Older adults were seen in undesirable character such as sad, crying, depressed, weak and unhappy

### ***Product/ Service assumption***

The type of products or services and brand category in the specific advertisements were identified by the judges. The product categories mentioned by Ganahl et al. (2003) were adopted in this study and they included:

- Retail Stores
- Health and Beauty/Pharmacy
- Food Products
- Restaurant
- Auto/Supplies
- Electronics/Appliance
- Insurance
- Financial
- Household products
- Celebration advertisements (such as Hari Raya, Chinese New Year, Deepavali and Christmas) were included since Malaysia is rich in multicultural celebrations.

### **3.4.4 Judging**

Judges comprised the author and two others. Two independent judges (with advertising and market research backgrounds) were employed and they verified the decision made by the researcher for both types of advertisements. The judges were two independent judges aged 55 and 32 years. Both had earlier understanding in market research interviewing. The 55 year old judge was chosen to improve the levels of reliability as advised by Carrigan and Szmigin (1998), and the 32 year old judge was chosen based on his experience on market research understanding, and he holds a Master's in Public Relation's studies and has been widely exposed to different types of advertisements due to the nature of his work.

Objectivity can be enhanced by using independent judges to analyse data (Kolbe & Burnett, 1991). Briefing and training were given before viewing all the advertisements. Pre-testing the identified categories materialised during the training for the judges through discussion and consensus (Harwood & Garry, 2003). A guideline of coding adopted from various studies and literatures (e.g. Ong & Chang, 2009; Kyung, 2008; Zhou & Chen, 1997) was provided to the judges for them to carry out the analysis in order to verify the researcher's decision.

Two days were fully utilised to view the types of advertisements in magazines. As television advertisements are likely to take a longer time, 4 days (4<sup>th</sup> May until 7<sup>th</sup> May 2012) were used to view the advertisements. The judges were given a 90 minutes training session (Simcock & Sudbury, 2006) for the first day to view and discuss recorded television advertisements. Similar methods were adopted for magazines advertisements.

The judges were allowed to view the advertisements as many times as they needed to make a judgement to make sure coding accuracy. Judgments were evaluated and any differences or disagreement were determined through discussion (e.g. Zhou & Chen, 1997). The advertisements were coded after all the three researchers had carefully

studied the written definitions of the categories and coding criteria. Each judgment was compared to the others and any disagreements were resolved through discussion between the researchers and the other coders. All the three judges were sitting together to discuss.

Inter-coder reliability of the advertisements is determined as the percentage of agreement between the judges. According to Kassarian (1977), inter-coder agreement that ranges from 90-100% is acceptable. This depends on the items coded, while Krippendorff (1980) suggests that intercoder reliability of 67-80% is acceptable, especially in advertising research (Lombard, Snyder-Duch & Bracken, 2002). These judges verified the decisions together with the researcher and all the judges and the researcher have reached the agreement of 87% for inter-judge reliability. Any discrepancies were resolved through the discussion and negotiation agreement (Morrissey, 1974; Campbell, Quincy, Osserman & Pedersen, 2013).

### **3.5 THE QUESTIONNAIRE SURVEY**

The second stage of the methods comprised a questionnaire. Since this is the first study ever conducted in Malaysia, and in order to make comparisons with previous studies conducted in other countries (Prieler, 2012; Roy & Harwood, 1997) as is usual in exploratory research that, using a quantitative method as a starting point will be appropriate. Once this study has fully conducted, perhaps using qualitative study for future study will be preferable to get more in depth understanding of the analysis.

A survey was also needed to address some of the propositions. Specifically, propositions 2 and 4 relate to differences between consumers, hence by using a quantitative survey these issues could be tested statistically. Propositions 12-14 relate to perceptions and attitudes, so a qualitative study could also have been used to address these issues. However, cognitive age is the focus of propositions 15 and 16. Cognitive



age requires numerical data to compute. Overall then, on balance it was felt that a survey was the most appropriate method to use in this stage.

The questionnaire contained a range of questions designed in order to address the various propositions, and each section of the questionnaire is now justified and explained.

### **3.5.1 Advertisements Criteria**

All chosen advertisements were based on very specific characteristics drawn from the criteria employed in previous age-of-model content analysis (Carrigan & Szmigin, 2000; Roy & Harwood, 1999; Swayne & Greco, 1987). General criteria included the need for advertisements to contain human (rather than animation) and to depict a full body (rather than just hand or face or other parts of the body).

Importantly, the stimulus advertisements had to include obvious characteristics of older adults. Such characteristics comprised:

1. Physical signs of normal ageing such as grey hair, thinning hair, wrinkles, any reference to being retired or being older adults or both (Kite & Johnson, 1988; Musaiger & D'Souza, 2009).
2. Use of aids (such as walking stick, hearing aid) which indicated age-related changes rather than disability irrespective of age (Musaiger & D'Souza, 2009; Ylänné et al., 2009).

Once the basic criteria were in place, the next stage was to select three sets of advertisements. The reason for choosing three sets of advertisements is because in the questionnaire there are three different sections with different purposes (Refer Appendix A for questionnaire and Appendix B for advertisements). In order not to confuse the respondents, three different sets of ads were used. Each set comprising an example of an older model depicted in generally positive manner, one depicted in an age-

stereotypically positive manner, and one depicted negatively. Again, the criteria for judging the examples came from descriptors from previous literature and each of these descriptors from previous literature is detailed below:

### **SET 1**

#### **ADVERTISEMENT A (Positive)**

This ad was chosen firstly because it is a technology advertisement which is usually associated with younger models (Simcock & Sudbury, 2006). Hence, this advertisement was striking for containing an older model in a central role. Clearly, the model is older and this is obvious on the basis of his grey hair, and beard, and balding head. However, everything about the way this model is portrayed is positive. A key inclusion is that he is holding a very young baby, indicating that he is gentle ( Well, 1964; Leavitt, 1970), trustworthy (Ohanian, 1999), kind and warm hearted (Edell & Burke, 1987). He is also physically strong (Ohanian, 1999) to hold the baby in hand, yet gentle ( Well, 1964; Leavitt, 1970) in that he holds a fragile bubble in the other. His facial expression also indicates a relaxed and pleasant manner (Leavitt, 1970).

#### **ADVERTISEMENT B (Positive Stereotype)**

This ad was chosen because it is a banking advertisements and older adults are often used in banking advertisements (Ong & Chang, 2009; Zhang & Agard, 2004). The model is older and it is obvious because he is balding and his features (i.e. his face) indicating that he is old. The model looks cheerful, calm and trusted (Kessler et al., 2010; Lee et al., 2006; Zimmerman, 2010) to endorse the banking advertisement. The ‘ear’ shows the older model is still reliable (Hummert, 1993; Miller et al., 1999) because he is able to listen and understand which mean he is still capable although he is old.

### **ADVERTISEMENT C (Negative Depiction)**

This ad was chosen because it shows that the older model seems unknowledgeable and weaken intellectual ability (Hooyman & Kiyak, 1999; Bradley & Longino, 2001) because he was surprised looking at the computer. The model has clear characteristics as an old people because he has grey hair and wrinkle. The older model is unattractive and not classy with the outfit (Kite et al., 1991; Robinson, 1998). The ad also shows that the older model looks plain and unskilled as well (Bradley & Longino, 2001; Zhang et al., 2006).

### **SET 2**

#### **ADVERTISEMENT A (Positive)**

This ad was chosen because both of the older models look confident (Edell & Buke, 1987), classy and elegant (Ohanian, 1999). The advertiser has put trust to these models to endorse a luxury brand- Rolex although they are old. The models has obvious look as older adults where the old guy has grey hair and the old lady looks very matured. The older models look experienced, attractive and trustworthy (Ohanian, 1999). They are considered as celebrities because they are the first to climb Everest. This will be an obvious reason why both of them look adventurous (Edell & Buke, 1987).

#### **ADVERTISEMENT B (Positive Stereotype)**

This ad was selected because the older model was depicted as physically active and healthy (Lee et al., 2007; Signorielli, 2004; Ylänné et al., 2010) because an old lady can still climb the stairs and still strong to work (Ong & Chang, 2009; Zhang et al., 2006). She looks calm, skilful and still energetic (Miller et al., 2004). The ad also shown that the old lady is still trusted to be appeared in Asianweek magazine and the old lady has been portrayed as a competent woman (Langmeyer, 1984) which is good remark for an old lady.

### **ADVERTISEMENT C (Negative Depiction)**

This ad was selected because she has all obvious criteria as an older adult. She has wrinkle, grey hair and hunch back. The old model is lonely (Festervand & Lumpkin, 1985) because she is playing alone. The older model looks comical (Williams et al., 2010; Roy & Harwood, 1997) where most older adults find comedic/funny as irritating. Younger audience poked fun at older adults which this turned to negative portrayals (William et al., 2010). The older model also does not look sexy (Hooyman & Kiyak, 1999; Peterson, 1995). The wording in the advertisement shows that the model is not competent ( Peterson, 1995; Peterson & Ross, 1997) in playing golf.

### **SET 3**

#### **ADVERTISEMENT A (Positive)**

The ad was chosen because all the older models were depicted as fit and active physically (Lee et al., 2007; Lien et al., 2009). They also look very strong and healthy (Signorielli, 2004; Williams et al., 2010) which is similar to the younger adults in the ad. Apart from that, the older models are trustworthy (Ohanian, 1999) because they are endorsing technological product which is usually cater for younger models (Simcock & Sudbury, 2006). Grey hair and wrinkles are obvious remarks that show they are old.

#### **ADVERTISEMENT B (Positive Stereotype)**

The ad was selected because the old model was portrayed as calm, confident, and experienced (Langmeyer, 1984; Robinson et al., 1995; Roy & Harwood, 1997). It also shows that the old model was classy and adventurous (Lee et al., 2007; Tupper, 1995) because he is able to fly alone in a business /first class flight. Ad from Singapore Airline has shown that older adults still love to travel and they have high disposable income to

travel using business class flight. The old model has grey hair which has indicated him as an older adult.

### **ADVERTISEMENT C (Negative Depiction)**

This ad was selected as negative depiction because of a few obvious reasons. Obviously, the old model was using walking stick which indicated that he is weak and less productive (Kite & Johnson, 1988; Musaiger & D'Souza, 2009). Apart from that, wrinkle and grey hair indicated that he is an older adult. He seems lonely, sad and bored (Festervand & Lumpkin, 1985; Swayne & Greco, 1987). He also look depressed (Hiemstra et al., 1983; Robinson, 1996) because he was drinking beer alone in a bar.

### **3.5.2 Instrument Development**

A questionnaire survey was used to measure attitudes towards different advertisements among younger and older Malaysians. Three advertisements were inserted in the questionnaire i.e. Advertisement A shows an older adult in a very positive way, Advertisement B shows an older adult in positive stereotyped way and Advertisement C portrays an older adult in a negative way (refer to appendix B).

Table 3.2 provides a reminder of the propositions pertaining to the questionnaire element of the study, and details corresponding questions included in the measurement instrument. Appendix A provides a copy of the instrument: it shows question numbers for case of cross-referencing.

Table 3.2: Propositions and Corresponding Questions

<b>PROPOSITIONS</b>		<b>Question(s)</b>
P2	<i>There will be differences between younger and older consumers in terms of the ways in which advertising is used to make decisions.</i>	Q1-Q11
P4	<i>Different ethnic groups may respond differently to different advertising appeals.</i>	Q35-Q46
P11	<i>Older adults will respond positively to positive portrayals in advertising.</i>	Q69-Q97
P12	<i>Attitudes towards ads using older models will differ between younger and older adults.</i>	Q98-Q125
P13	<i>There will be gender differences in attitudes towards advertising containing older models.</i>	Q35-Q46
P14	<i>In terms of perceptions of advertising using older models, there will be differences within the older consumer market.</i>	Q34-Q45
P15	<i>The Chronological and Cognitive ages of older consumers in Malaysia are significantly different.</i>	Q30-Q33
P16	<i>There will be differences between men and women in terms of their Cognitive Age.</i>	Q30-Q33
P17	<i>There will be differences in cognitive age based on ethnicity.</i>	Q30-Q33
P18	<i>Person of different cognitive ages will respond differently towards advertisements.</i>	Q34-Q45

The measurement scales were adopted from validated and well established scales from previous studies. These are detailed below:

### **Media Usage**

***Differences between younger and older adults in consuming media (P2)*** the purpose of using media for advertisements was measured with a series of questions (Q1-Q11) to determine the purpose of using the media for advertisements in order for older adults to gather information and help them to look for goods and services. The questions were adopted from Lin (1999) and Bush et al. (1999).

## **Ethnicity**

*The response of ethnic groups towards advertisements (P4)* required the inclusion of the feelings of the three ethnic groups in Malaysia (i.e. Malays, Chinese and Indians) towards the three advertisements. The attitudes towards the ads were measured using questions (Q34-Q46) which were adopted from Bush, Smith and Martin (1999) and Lin (1999).

## **Stereotyping**

*Positive stereotyping (P11)* Responses to questions 69-97 enabled understanding of the perceived role of older adults in the ads and whether they felt they are portrayed in an important or unimportant role. The questions were taken from (Edell & Burke, 1987) in order to assess responses to positive portrayals.

## **Attitudes towards Older Adults**

*Different attitudes of younger and older adults towards older models in advertisements (P12)* are measured with a series of questions (Q98-Q125) adopted from Ohanian (1990).

## **Gender**

*The respond of gender towards advertisements (P13)* and differences within the older consumer market (P14) simply required examination of gender and other differences in responses to the questions pertaining to attitudes towards the ads (Q35-Q46) which were adopted from Bush, Smith and Martin (1999) and Lin (1999).

## **Cognitive Age**

*The difference of Chronological and Cognitive ages (P15)* required the inclusion of chronological age (measured in years) and self-perceived age using the cognitive age scale (Barak & Schiffman, 1981).

### **3.5.3 Questionnaire Format**

The questionnaire was designed using Likert-type Scales. The Likert-type response categories were chosen because the method is easy and quick to administer (Laerhoven et al., 2004) and easy for respondents to use (Cooper & Schindler, 2012; McDaniel & Gates, 1991). The level of agreement and disagreement for a series of statements captures the intensity of respondents' feelings for a given item (Burns & Burns, 2008).

Five points scales are most commonly use in marketing research (Choudhury & Bhattacharjee, 2014) especially in consumer behaviour and advertising. Some researchers feel that a centre neutral response is better because not all respondent have enough knowledge with the topic to accurately assess their feelings (Hair, Wolfinbarger, Ortinau & Bush, 2010). Therefore a mid-point in a Likert-type scales may enhance reliability of the research (Adelson & McCoach, 2010). The middle choice is labelled 'uncertain' to avoid ambiguity (Black, 1999). Individual responses are normally treated as data (Jamieson, 2004). The 5 point Likert scales is used for every sections in the questionnaire except the questions for self-perceived age which has its own distinct answer format, the demographic section, and the feelings about the older adults in advertisements section (Q47-Q68). In the feelings about older adults in the advertisement section respondents are forced to select either positive or a negative answer because it was important to know whether people have positive, stereotyping or negative feelings towards older adults. A few items are reverse scored to avoid the problem of response set, a possible risk when using Likert scales (Newman, 2000).



All the questions are closed questions. A closed question is an easy to process answer (Bryman & Bell, 2007) because the respondent in a self-completion questionnaire will place a tick for the appropriate response. On top of that, response rates will be higher if the questionnaire contains more closed questions and it will be easier to measure the results (Cooper & Schindler, 2012; Sauders, Lewis & Thornhill, 2010). However, some disadvantages of closed questions are by having many options, it may confuse the respondents and respondents will still answer although they do not have opinion or do not understand the questions (Bryman & Bell, 2011; Zikmund, 2003).

The author adopted a 'funnel technique' in designing the questionnaire. In order to enhance respondent's involvement in the survey, and encourage them answer the questionnaire, the survey starts with broad and general questions (Sekaran, 2003; Zikmund, 2003). The most difficult questions where respondents need to think were placed in the middle or main body. Demographic questions are better placed at the end (Churchil & Brown, 2007; Saunders et al., 2010). The questionnaire begins with questions that involve interest on the media. Questions that are more difficult and concern on the main issues of the thesis such as stereotyping, self- perceived age are left until the main body. While potentially sensitive questions (such as income and age) are left until the end.

#### **3.5.4 Differences in Ethnicity**

Ethnicity in the research context may sometimes raise issues. Language is a central element in ethnicity (Oliver, 2010). Since Malaysia consists of different races and has a variety of languages, it is not surprising that some older adults in this country speak very limited English. It is essential for respondents to have a chance to express their feelings and to understand the purpose of the research, especially when the study involves multi-ethnic and different ethnic backgrounds (Oliver, 2003). It needed to be convenient for older adults to convey ideas and feelings in their mother tongue. Because

of this, instructions and questions in the questionnaire were both in English and Bahasa Malaysia. This was to create an easy flow in conducting the research and to avoid any confusion among those who speak no or little English. A copy of the Malaysian version of the questionnaire is provided in Appendix C.

### **3.5.5 Pilot Testing**

As suggested by Cooper and Schindler (2005), a pilot test was first conducted among researcher's colleagues, including academic, administrations and manual staff. This was to ensure that the piloted population came from a variety of educational backgrounds. Also, some of the research colleagues are contract worker (i.e. they retired at the age of 55 but then working as contract basis). Earlier, the retirement age in Malaysia was 55 years but currently Malaysian government has changed it to 60 years as retirement age. Consequently this pilot exercise comprised people of different ages.

According to Bryman and Bell (2003), members of the sample that are involved directly in the full study should not be involved in the pilot test studies. Isaac and Michael (1995) and also Hill (1998) suggested 10 to 30 participants for pilots in survey research. The questionnaire was piloted to 20 colleagues that were not involved directly with the design of the instruments. This has helped the researcher to identify and change any confusing, uncertainty or offensive questions. The respondents were informed that this was a pre-testing exercise and they need to be critical, informed any uncertainties and any suggestions were welcomed for improvement. The respondents were reminded to note the time taken to complete the questionnaire. The researcher conducted personal interviews to debrief the respondents.

As the result from the pilot testing, several changes were made. However, there were no major changes. The first draft of the instruments that was used on respondents can be referred in Appendix D. First, most respondents were preferred smaller version of each

sets of advertisements to be included in each sections although the bigger version of advertisements were attached in the questionnaire. Second, the word ‘advertising’ in question 21 was replaced with the word ‘advertisement’. Generally, the respondents for the pre-testing were satisfied with the structure and layout of the questionnaire and all of them understood the instructions stated in the questionnaire. Positive feedback was given by respondents and they were pleased to see all advertisements were enclosed together with the questionnaire. Since the author’s colleagues are all English educated, the questionnaire given to them was in English. Most of the manual staff preferred to answer the questionnaire that is in the Malay Language.

### **3.6 SAMPLING PROCEDURE**

No practical sampling frame which details all people over 50 in Malaysia is readily available. In fact, all statistics showing older people in Malaysia begin at age 60, making it difficult to obtain accurate details for people over 50 years. According to Bertrand and Hughes (2005), non-probability sampling can be used within a positivist’s framework.

Consequently, several non-probability sampling techniques including snowballing and judgemental sampling were utilised.

Snowball sampling is where a research participant recruit other participants for a study. This technique is used usually when potential participants are difficult to locate (Maria Dragan & Maniu, 2013). Snowball sampling is like ‘network’ sampling (Frey et al., 2000) where the population of interest can be identified by someone who knows that a certain person has the necessary experience or characteristics to be included (MacNealy, 1999). This technique also allows the researcher to discover and reach people that are difficult to sample. It is also a convenient way for researchers to gather samples with low cost (Babbie, 1990). Since this thesis is self-funded by the author herself, it helps the author to gather data efficiently. There are however, limitations to snowball sampling

which need to be acknowledged. This type of sampling may not be fully representative of the population (Mirela-Christina & Alina, 2011) and hence cannot be generalised to the population (MacNealy, 1999).

Judgement sampling comprised part of the sampling procedure. Judgement sampling is a non-probability sampling method and it occurs when 'elements selected for the sample are chosen by the judgement of the researcher. By using sound judgement, an appropriate sample can be obtained, without the need to purchase expensive lists. Hence judgement sampling results in saving time and money (Black, 2010). Deming (1990) claims that when using judgemental sampling, the researcher chooses the sample based on who they think would be appropriate for the study. Some of the advantages of judgement sampling are lower cost and it is a good technique in obtaining information for a very specific group of people. The drawback of this technique will pertain to reliability and bias. The best way to avoid sampling error is to choose the best individual that really matches the interest of the study (Lavrakas, 2008).

To determine older adults aged 50 to 55 years, snowball sampling was adopted where the researcher found a person within that age band and that person directed her to another person within that age band. The process continued until she received enough respondents. Those age 56 and above were much easier to detect as this group of people are mostly retirees. The author also used her judgement in most cases, so as to include people of different ages, gender and ethnicity.

A total of 600 questionnaires which comprised of 400 to older adults (i.e. over 50s) and 200 to younger (below 50) were distributed in the following ways:

- 1) The researcher approached her own family, friends and colleagues who were age 50 and above. She has also asked them to distribute to anyone they knew over 50 years old. The researcher also approached family members, friends and colleagues who were age under 50 years as well to understand young people perceptions towards the portrayal of older adults in advertisements.
- 2) The researcher approached her students to take questionnaire packs to be given to their family and friends aged 50 and above.

- 3) Several institutions and organisations including elder and pensioner clubs were also approached.

The questionnaires were administered through self-complete paper. A total of 600 usable questionnaires were received.

### **3.7 INCENTIVES TO PROMOTE RESPONSE**

In this study, incentives in terms of vouchers were given to the participants. Each respondent were given RM50 (ringgit Malaysia) worth voucher where the author bare for the cost herself (i.e. self -funding). Incentives are not necessarily in the form of money and giving incentives is just a means of expressing appreciation to those who voluntarily participate in the research (Wiles, Heath, Crow & Charles, 2004).

### **3.8 ETHICAL CONSIDERATIONS**

#### **3.8.1 Ethical Principles**

Many basic ethical principles were taken into consideration in this research and the Belmont Report was used as guidelines for this research. The ethical approval for this study was granted by Liverpool John Moores University (LJMU) and data collection took place while the author was a student at LJMU. However, the author also has checked against the University of Liverpool's code of practice as well to make sure that the research is aligned with the code of practice. Since this research used a questionnaire on top of content analysis as the principal method for this research, ethical considerations are considered very important, especially because it involves older adults. Ethical considerations that arise in research which involves older adults are more or less the same

as with any age group (Magnusson & Hanson, 2003). It is assumed that these adults are competent enough to decide whether or not they want to participate in research (Gibson & Aitkenhead, 2000; Wolinsky et al. 2012). According to Reich (1978), specific protection for older adults seems difficult because of the problems in defining the category known as ‘aged’. He claims that some people think that there is no special need to regard older adults as an important group that requires research guidelines. The author did not include older adults that could be classified as particularly vulnerable (e.g. living in a nursing home, having dementia etc.).

Specifically, particular consideration was given to the following:

### **3.8.2 Respect for Persons**

The principle “respect for person” was first introduced by Kant (1964) a German philosopher cited by Macfarlane, 2009. Macfarlane (2009) argued that every human being should act based on rules that everyone is willing to follow. He further added that researchers conducting any research should not treat other people disrespectfully.

Therefore, this study was conducted with high respect given to older adults as the respondents not only because it is ethical but also because respecting the elderly is a norm in Malaysia.

Respect for persons usually involves two ethical convictions. Barnbaum and Byron (2001) claim that the two ethical convictions are: first, each person in the research should be treated as an independent agent and second, individuals are entitled to protection. They further added that some people need extensive protection, while others require little protection. Those with little protection usually undertake activities freely but with awareness of possible consequences. These ethical convictions also apply to older adults. They are different from other age groups (Oliver, 2003) in terms of physical and mental capability. Although they are considered mature, they still require protection. The amount

of protection will depend on the risk of harm and likelihood of benefit (Barnbaum & Byron, 2001). There was no risk of harm in the current study.

However, potential benefits to respondents include a wider use of older models in advertising, which has social advantages.

Respect for respondents was also ensured by making sure that it was a voluntary participation. The incentives of RM50 (ringgit Malaysia) voucher was given to those who were willingly completing the questionnaire. Second, adequate information were stated in order to ensure informed consent. The cover letter was properly constructed to make it as participant friendly as possible and in order to avoid jargon. Finally, all respondents were given assurance of anonymity and confidentiality in the cover letter in order to protect their privacy.

### **3.8.3 Beneficence**

Protecting persons from harm and respecting their decisions in an ethical manner falls under the principle of beneficence. In this research, careful consideration has been given to beneficence as it deals with older adults. Older adults in research should still deserve careful consideration (Reich, 1978). As for this research, complete information on the purpose of the research and how it potentially benefits older adults were explained. Older respondents were also given ample time to answer the questionnaires where fully guided by the author.

### **3.8.4 Confidentiality**

Every individual or respondent has a right of privacy and researchers have to respect the right. A respondent is more likely to give honest responses when their identity is not going to be exposed and the data given is protected. Protecting the confidentiality is

important when conducting a research (Cooper & Schindler, 1998). All the information given in the questionnaire for this thesis or any personal details are strictly confidential.

Respondents had the right to refuse to answer the questionnaire although the confidentiality has been guaranteed. In the questionnaire the author has stated that *'All information given or any personal details will be strictly confidential and will be used for academic and not commercial purposes'* (Refer to questionnaire in Appendix A).

### **3.8.5 Anonymity**

Anonymity for respondents is an important aspect of research. According to Barnes (1979), data should be accessible while the reader should not be able to identify them. No personal data (e.g. name and telephone numbers) were needed from the respondents. It is important to protect the rights of individuals or the respondents in respect of personal data held about them by the researcher. In fact, the respondents will remain anonymous throughout the study even to the researcher herself.

### **3.8.6 Ethical Approval**

Approval was given (refer to copy of approval in appendix E) in the understanding that:

- Any adverse reactions/events which take place during the course of the project would be reported to the Committee immediately;
- Any unforeseen ethical issues arising during the course of the project would be reported to the Committee immediately;
- Any substantive amendments to the protocol will be reported to the Committee immediately.



- The LJMU logo is used for all documentation relating to participant recruitment and participation e.g. poster, information sheets, consent forms, questionnaires.

There were no adverse reactions or events or issues during the course of the data collection.

### **3.9 CHAPTER SUMMARY**

The chapter began by discussing on the philosophies of positivism and interpretivism. The use of a content analysis and questionnaire survey has been justified, as has a positivist perspective. The chapter then justified the use of a quantitative content analysis for this study and explained the research methods involved, which included coding, judging and the sampling for both TV and magazines. The reason for choosing the content analysis first because the study required to count the numbers of older models, their roles and reporting actual findings. Content analysis was used mainly because to find out the usage of older adults in advertising. The author does not interpret anything for the content analysis because her aim is to ascertain the percentage of advertisements that contain older adults, to quantify the product categories and types of roles the older adults played in the advertisements. Apart from that, majority of studies involving older adults in advertisements used quantitative content analysis (Harwood & Roy, 1999; Robert & Zhou, 1997). These are the reasons why the author used content analysis in this study.

The chapter then explained and justified the questionnaire survey, and detailed the instrument development, questionnaire format, pilot testing and sampling techniques used. The reason for using questionnaire survey is because to measure attitudes towards different advertisements among older adults by including their self-perceived ages. For this study three sets of advertisements were used in the questionnaire. A number of previous studies have used quantitative techniques to study cognitive age (Sudbury & Simcock, 2009; Sudbury-Riley et al., 2015) and the instruments were replication of

several previous studies which make it the main reason of using quantitative instead of qualitative study.

Then discussion moved to the ethical considerations that were made when designing the research. The methodology and research methods matters are therefore complete. The thesis now moves to data analysis, which is split into 2 chapters, one for the content analysis and one for the questionnaire survey.

## **CHAPTER 4**

### **4 DATA ANALYSIS PART 1: CONTENT ANALYSIS**

#### **4.1 INTRODUCTION**

This is the first of two chapters that deal with data analysis, and it focuses on the 2,230 television advertisements and 2,687 print advertisements collected for the content analysis. The next chapter will focus on the data collected from the questionnaire. The chapter is structured around data analysis pertaining to propositions 1,3,5-10. For clarity each proposition is stated at the beginning of the corresponding section. The purpose of the data analysis chapters is simply to present the results, and as such they do not discuss the findings in any depth, either in relation to existing literature or in terms of any implications of the findings, as these issues are addressed fully in chapter 6 of this thesis.

#### **4.2 SAMPLE DESCRIPTION**

##### **4.1 SAMPLE DESCRIPTION**

Advertisements from all three major broadcasts networks (TV3, TV8 and TV9) were coded. This led to a sample of 2,230 advertisements in total, and as table 4.1 shows, 1,729 (77.5%) contained people.

Table 4.1: Total TV Advertisements

TV Channel	Total Ads		Ads Without Humans		Ads With Humans	
	N	%	N	%	N	%
TV3	1,290	57.8	241	10.8	1049	47.0
TV8	374	16.8	114	5.1	260	11.6
TV9	566	25.4	146	6.6	420	18.8
<b>TOTAL</b>	<b>2230</b>	<b>100</b>	<b>501</b>	<b>22.5</b>	<b>1729</b>	<b>77.5</b>

Turning to print ads, a total sample of 2,687 was collected, of which 1,542 (57.4%) contained a human model. The breakdown by magazine is shown in Table 4.2.

Table 4.2: Total Magazine Advertisements by Human/Non-Human Content

Magazine	Total Ads	Ads Without Humans		Ads With Humans	
	N	N	%	N	%
<b>Times</b>	182	77	2.9	105	3.9
<b>Asian Week</b>	449	184	6.8	265	9.9
<b>Reader's Digest</b>	176	65	2.4	111	4.1
<b>Fortune</b>	230	101	3.8	129	5.8
<b>Forbes</b>	564	228	8.5	336	12.5
<b>The Edge</b>	413	173	6.4	240	8.9
<b>FHM</b>	127	51	1.9	76	2.8
<b>The Economist</b>	431	185	6.9	246	9.1
<b>Dewan Ekonomi (Malay Version)</b>	65	50	1.9	15	0.5
<b>Flavours</b>	50	31	1.2	19	0.6
<b>Total</b>	<b>2687</b>	<b>1145</b>	<b>42.6</b>	<b>1542</b>	<b>57.4</b>

### 4.3 THE NUMBER OF OLDER ADULTS IN ADVERTISING

*P1: The number of older people in Malaysian advertising will be proportionate to the number of older people in Malaysian society*

As can be seen in Table 4.3, a total of 277 television advertisements featured at least one older adult, which is 12.4% of the total sample, and 16% of the ads that contained a human being. Duplication or repetition of commercials was not controlled for. Table 4.3 shows that TV3 comprised 86.2% of ads with younger (under age 50) models, and 13.8% featured an older (50+) model. In contrast, TV8 comprised an 80/20 split, while a similar percentage split of 81/19 was found for TV9.

Table 4.3: TV Advertisements with People by Age and Channel

TV Channel	Total Ads (featuring humans)	Aged under 50		50+	
		N	%	N	%
<b>TV3</b>	1049	904	86.2	145	13.8
<b>TV8</b>	260	208	80.0	52	20.0
<b>TV9</b>	420	340	81.0	80	19.0
<b>Total</b>	<b>1729</b>	<b>1452</b>	<b>84.0</b>	<b>277</b>	<b>16.0</b>

As can be seen in Table 4.4, 304 print ads featured an older adult, which is 19.7% of those ads that contained a person, and 11.3% of all print ads sampled.

Table 4.4: Print Advertisements with People by Age and Title

Magazine	Total Ads	Ads With Humans			
		Aged under 50		50+	
	N	N	%	N	%
<b>Times</b>	105	70	66.7	35	33.3
<b>Asian Week</b>	265	222	83.8	43	16.2
<b>Reader's Digest</b>	111	81	73	30	27.0
<b>Fortune</b>	129	109	84.5	20	15.5
<b>Forbes</b>	336	269	80.1	67	19.9
<b>The Edge</b>	240	201	87.5	39	12.5
<b>FHM</b>	76	65	85.5	11	14.5
<b>The Economist</b>	246	207	84.1	39	15.9
<b>Dewan Ekonomi(Malay Version)</b>	15	3	20.0	12	80.0
<b>Flavours</b>	19	11	57.9	8	42.1
<b>Total</b>	<b>1542</b>	<b>1238</b>	<b>80.3</b>	<b>304</b>	<b>19.7</b>

Overall, then, the content analysis for both TV and print comprised 4917 advertisements, 3271 of which contained human beings. Of these, 581 (17.8%) for both TV and print advertisements featured an older adult. It is on the sub sample of advertisements that contain a human being that the rest of this chapter concentrates.

Recall in chapter 1 it was stated that 18% of Malaysia's current population is aged 50+ (Asia Pacific Regional Audit, 2013). This almost mirrors the percentage (17.8%) of advertisements that contain an older person.

Clearly, then, there is no *support for P1* as the number of older people in Malaysian advertising is proportionate to the number of people in Malaysian society.

#### 4.4 ETHNICITY

*P3: The ethnic make-up of older adults in Malaysian advertising will not be representative of make-up of the Malaysian population*

Recall that chapter 1 explained that the population of Malaysia is multi-ethnic. Moreover, several of the most popular magazines in Malaysia, such as Reader's Digest, are International publications that have not changed their advertisements for Eastern audiences and therefore contain ads featuring Western models. Table 4.5 presents a breakdown of older adults by ethnicity and media, and compares this breakdown to the population composition. As can be seen from table 4.5, the Chinese are slightly overrepresented in TV advertising and underrepresented in print ads, resulting in an overall proportion of older Chinese models that almost mirrors the population breakdown. Older Indians are slightly overrepresented in TV advertising (10.5% compared to an expected 7%) while double the expected proportion appear in print advertising. Almost one third (29.9%) of print advertising featuring older models does not contain the major races in Malaysia, which was expected given that many of the publications are international, thus more Western models were found. Noteworthy is the healthy percentages of adverts (10% of TV and 16% of print) which depict older adults of different races together. However, it can clearly be seen that older Malays are severely underrepresented in both television (46% compared to an expected 61%) and print advertising (32% compared to the expected 61%). Overall, then, there is *support for P3*, as the majority of older adults featured in Malaysian advertising are not Malaysian.

Table 4.5: Older Models by Ethnicity and Media

Race	Population Breakdown		TV		Print		Total	
	N	%	N	%	N	%	N	%
<b>Malay</b>	1830	61	128	46.2	59	19.4	187	32.2
<b>Chinese</b>	720	24	83	29.6	62	20.4	144	24.8
<b>Indian</b>	210	7	29	10.5	43	14.1	72	12.4
<b>Other</b>	240	8	9	3.2	91	29.9	100	17.2
<b>Mix</b>			29	10.5	49	16.1	78	13.4

#### **4.5 THE ROLE OF OLDER ADULTS IN ADVERTISING**

*P6: The roles given to older adults in Malaysian advertising will comprise mainly  
either*

*a) minor and background roles; or b) celebrity endorsements.*

Table 4.6 shows that when older models are used, they are given major roles. Indeed, and contrary to expectations, of the ads containing older models, over half of TV ads (54%) and over two-thirds of print ads (69%) portrayed older adults as central to the advertisement. Token (background) older models were not utilised at all in television advertising, and in less than 3% of print ads.



Table 4.6: Older Models by Role and Media

Role Classification	TV		Print		Total	
	N	%	N	%	N	%
<b>Major</b>	152	54.9	211	69.4	363	62.5
<b>Minor</b>	87	31.4	23	7.6	110	18.9
<b>Background</b>	0.0	0.0	8	2.6	8	1.0
<b>Product Expert</b>	0.0	0.0	21	6.9	21	3.6
<b>Celebrity Endorser</b>	38	13.7	41	13.5	79	13.6

Noteworthy, however, is the lack of older models that are portrayed as product experts. Nevertheless, this exception notwithstanding, there is *no support for P6a*, as the roles given to older adults in Malaysian advertising are not predominantly minor and background.

Though older adults are not utilised as product experts, it is clear from table 4.6 that a relatively large percentage (over 13%) of ads that feature older adults actually comprise celebrity advertising. Thus, especially in comparison to product experts, older celebrities are used in targeting older consumers, and thus *there is support for P6b*.

#### **4.6 PRODUCT CATEGORIES**

*P7: Older models are only utilised in advertisements for a limited number of product categories.*

Table 4.7 shows that most TV advertisements containing older adults are for food (25.6%), retail (20.6%), drinks (15.5%) and moral (i.e. ads that educate people in terms of respecting older adults) (11.9%). While for print advertisements, most of older adults are featured in food (15.5%), retail (11.2%), health (17.8%) and insurance (10.5%). It is noteworthy that only 3% of insurance and banking ads, and even less of TV ads for

communication and auto supplies, contained older models. Of particular importance is the fact that only 0.4% of TV holidays advertising contained an older model. For print advertisements, it is noteworthy that only 8.9% of banking advertising and 7.9% of communication advertising contained older model. Even less (4.9%) auto supplies ads contained older models.

Table 4.7: Older Models by Product Category and Media

Product Category	TV		Print		Total	
	N	%	N	%	N	%
<b>Food</b>	71	25.6	47	15.5	118	20.3
<b>Retail</b>	57	20.6	34	11.2	91	15.7
<b>Health</b>	22	7.9	54	17.8	76	13.1
<b>Drinks</b>	43	15.5	0	0.0	43	7.4
<b>Insurance</b>	9	3.2	32	10.5	41	7.1
<b>Banking</b>	9	3.2	27	8.9	36	6.2
<b>Moral</b>	33	11.9	0	0.0	33	5.7
<b>Communication</b>	8	2.9	24	7.9	32	5.5
<b>Auto supplies</b>	8	2.9	15	4.9	23	4.0
<b>Vacation</b>	1	0.4	22	7.2	23	4.0
<b>Electronics</b>	0	0.0	22	7.2	22	3.8
<b>Restaurant</b>	1	0.4	17	5.6	18	3.1
<b>Education</b>	15	5.4	0	0.0	15	2.6
<b>Airlines</b>	0	0.0	10	3.3	10	1.7

Overall, it is clear that older models are utilised in advertisements for food (20.3%), retail (15.7%) and health products (13.1%), while less than 10% of ads for all other product categories contain an older model. *P7 is therefore fully supported*, as older models are indeed only be utilised in advertisements for a limited number of product categories.

## 4.7 PORTRAYALS

*P9: Older models will be portrayed a) in a positive way; b) as mostly sedentary; and c) as mainly physically weak.*

Table 4.8 shows how older adults are portrayed in terms of emotions. While more than one-third of print advertisements featured seniors in a negative manner in that they were sad, depressed or unhappy, more than 80% of television ads portrayed older adults as happy, light-hearted and having fun.

Table 4.8 Emotional Portrayals by Media

Emotional Portrayal	TV		Print		Total	
	N	%	N	%	N	%
<b>Positive</b>	224	80.9	200	65.8	424	73.0
<b>Negative</b>	32	11.6	104	34.2	136	23.4
<b>Changed*</b>	21	7.6	0	0.0	21	3.6

(\* changed from negative to positive)

More than two-thirds of television advertising, and just over half of print ads, portrayed seniors as physically active (table 4.9).

Table 4.9 Portrayal of Activity Level by Media

Activity Level	TV		Print		Total	
	N	%	N	N	%	N
<b>Sedentary</b>	88	31.8	143	47.0	231	39.8
<b>Active</b>	187	67.5	161	53.0	348	59.9
<b>Mixture</b>	2	0.7	0	0.0	2	0.3

Finally, table 4.10 shows that almost two thirds of television and three quarters of print ads depicted seniors as physically strong.

Table 4.10: Depiction of Physical Ability by Media

Physical Ability	TV		Print		Total	
	N	%	N	N	%	N
<b>Strong</b>	178	64.3	229	75.3	407	70.1
<b>Weak</b>	87	31.4	74	24.3	161	27.7
<b>Mixed</b>	12	4.3	1	0.3	13	2.2

Thus, there is clear *support for P9a* in that older models are mainly depicted in a positive way. On the other hand there is *no support for P9b or P9c* as the majority of older models are depicted as active and physically strong.

#### **4.8 GENDER**

*P5: In comparison to their male counterparts, older females will be particularly underrepresented in Malaysian advertising.*

It can be seen from table 4.11 that almost a half of all ads that did use older models used males, and a further fifth used both genders. Only one third used females. Thus, while over 13% of people-based ads featured an older male, only 5.7% comprised older females alone, and only 9.5% featured a female at all, either alone or as part of a mixed-gender group. Clearly, *full support is found for P5*.

Table 4.11: Older Models by Gender and Media

Gender	TV		Print		Total	
	N	%	N	%	N	%
<b>Male</b>	184	66.4	86	28.3	270	46.5
<b>Female</b>	72	26.0	115	37.8	187	32.2
<b>Mixed</b>	21	7.6	103	33.9	124	21.3

*P8: In comparison to their male counterparts, older females will a) have different roles; and b) feature in ads for different product groups.*

Nevertheless, as can be seen from table 4.12, both genders were depicted in major roles in more than half of all the ads that did utilise an older model. However, the gender split is not identical, in that in comparison to females, males were more likely to have major roles. Older females were more likely to be celebrities, or given minor or background roles than were their male counterparts. Noteworthy, however, is the finding that females were more likely than males to be portrayed as a product expert. Thus, there is *support for P8a*, as the roles given to females in Malaysian advertising are different to the roles given to males.

Table 4.12: Older Models by Gender and Role (%)

	Male	Female	Mixed	Total
<b>Major</b>	60.7	55.6	76.6	62.5
<b>Minor</b>	23.3	19.3	8.9	18.9
<b>Background</b>	0.4	2.7	1.6	1.4
<b>Product expert</b>	1.5	5.9	4.8	3.6
<b>Celebrity</b>	14.1	16.6	8.1	13.6

Table 4.13 shows fairly even gender splits in terms of product categories such as health, banking, restaurants and communication. In comparison to their female counterparts,

older males featured in more moral messages and ads for auto supplies and, unexpectedly, for retail. Females featured more than males in ads for food and drink, insurance, vacations (but not airlines) and electronics. Overall, then *P8b is supported* as results show product groups featuring older models do differ between genders.

Table 4.13: Older Models by Gender and Product Category (%)

	<b>Male</b>	<b>Female</b>	<b>Mixed</b>	<b>Total</b>
<b>Food</b>	19.3	23.5	17.7	20.3
<b>Retail</b>	21.1	11.2	10.5	15.7
<b>Health</b>	11.5	13.4	16.1	13.1
<b>Drinks</b>	7.0	10.7	3.2	7.4
<b>Insurance</b>	4.1	10.2	8.9	7.1
<b>Banking</b>	5.2	5.3	9.7	6.2
<b>Moral</b>	8.5	2.7	4.0	5.7
<b>Communication</b>	4.8	5.3	7.3	5.5
<b>Auto supplies</b>	4.4	1.6	6.5	4.0
<b>Vacation</b>	2.6	4.3	6.5	4.0
<b>Electronics</b>	2.2	4.8	5.6	3.8
<b>Restaurant</b>	3.0	3.2	3.2	3.1
<b>Education</b>	3.7	2.7	0.0	2.6
<b>Airlines</b>	2.6	1.1	0.8	1.7

*P10: In comparison to their male counterparts, older females will be portrayed in stereotypical ways.*

Finally, there was mixed support for the proposition (P10) that when older female models are used, they are portrayed in a stereotypical manner. Indeed, table 4.14 shows while more females than males were portrayed in residential settings, more were also shown in a business scenario. However, over half of females, compared to less than one third of males, were shown in sedentary activities. At the same time, less than half of older women, compared to more than two thirds of older men, were portrayed as active. Finally, more females than males were portrayed as physically weak.

In sum, there are gender differences in the numbers, roles and portrayals of older models in Malaysian advertising, and *P10 is supported*.

Table 4.14: Older Models by Gender and Potential Stereotypical Scenarios

		Male		Female		Mixed		Total	
		N	%	N	%	N	%	N	%
<b>Setting</b>	<b>Residential</b>	55	20.4	52	27.8	35	28.2	142	24.4
	<b>Business</b>	83	30.7	65	34.8	44	35.5	192	33.0
	<b>Outdoor</b>	124	45.9	68	36.4	40	32.3	232	39.9
	<b>Mixture</b>	8	3.0	2	1.1	5	4.0	15	2.6
<b>Activity</b>	<b>Sedentary</b>	83	30.7	97	51.9	51	41.1	231	39.8
	<b>Active</b>	186	68.9	89	47.6	73	58.9	348	59.9
	<b>Mixed</b>	1	0.4	1	0.5	0	0.0	2	0.3
<b>Depiction of Physical Activity</b>	<b>Strong</b>	203	75.2	120	64.2	84	67.7	407	70.1
	<b>Weak</b>	55	20.4	67	35.8	39	31.5	161	27.7
	<b>Mixed</b>	12	4.4	0	0.0	1	0.8	13	2.2

## 4.9 SUMMARY OF CONTENT ANALYSIS

This chapter has presented the results of the content analyses. A total of 2230 television and 2687 print advertisements were analysed. Of these 4917 ads, 3271 contained a human model, so most of the analysis concentrated on this sub sample. For ease of reference, table 4.15 provides a summary of the findings relating to each proposition that this chapter has investigated.

Table 4.15 Findings Relating to Each Proposition

<b>PROPOSITIONS</b>		<b>OUTCOME</b>
P1	The number of older people in Malaysian advertising will be proportionate to the number of older people in Malaysian society	Supported
P3	The ethnic make-up of older adults in Malaysian advertising will not be representative of ethnic make-up of the Malaysian population.	Supported
P5	In comparison to their male counterparts, older females will be particularly underrepresented in Malaysia advertising.	Supported
P6	The roles given to older adults in Malaysian advertising will comprise mainly either a) minor and background roles; or b) celebrity endorsements.	P6a not supported, some support found for P6b
P7	Older models are only utilised in advertisements for a limited number of product categories.	Supported
P8	In comparison to their male counterparts, older females will a) have different roles; and b) feature in ads for different product groups.	P8a supported; P8b supported
P9	Older models will be portrayed a) in a positive way; b) as mostly sedentary; and c) as mainly physically weak.	Support for P9a, no support for P9b, no support for P9c
P10	In comparison to their male counterparts, older females will be portrayed in stereotypical ways.	Supported

Analysis first concentrated on the proportion of older models in advertising in comparison to the population as a whole, and found that the number of older people in Malaysian advertising is proportionate to the number of people in Malaysian society. Thus, as a group older consumers are not underrepresented in advertising in Malaysia. However, in terms of the ethnic make-up, the proportion of older models that are actually Malaysian is not representative of the Malaysian population. Rather, it was found that the Chinese are proportionately represented while Indians are slightly overrepresented. It was also found that many Western models appear in Malaysian ads, thus it seems that older Malays are underrepresented due to slightly greater numbers of Indians, and far greater numbers of Westerners, than are found in the population.



Analysis then turned to the roles older models are given when they are used in advertising. Results confirmed that older adults are given major roles, and are not relegated to minor or background roles. At the same time, it was found that very few ads portray older adults as a product expert, though the exception to this is when an older celebrity endorses a product. The types of products that tend to use older models are predominantly food, retail and health products and very few other product categories contain older models in advertising.

The ways in which older adults are portrayed was then analysed. It was found that older models are mainly depicted in a positive way, in that they are usually depicted as happy, light-hearted and having fun. Likewise, they are mainly depicted as active and physically strong. However, gender differences did emerge. Far more advertisements contain an older man than an older woman, and men were more likely to be given major roles than were their female counterparts. Older women were more likely to be featured when they were celebrities, or as minor or background characters in the ad. Females were, however, more likely than males to be portrayed as a product expert. Finally, results were mixed with regards to whether or not females, in comparison to males, were portrayed in a more stereotypical manner. On the one hand, in comparison to males, greater proportions of females were portrayed in residential settings, shown to be sedentary as opposed to active, and as physically weak. Paradoxically, however, a greater proportion of females were portrayed in a business scenario.

This thesis now moves to the analysis of the questionnaire, in order to explore the attitudes of older consumers toward advertising in Malaysia.

## **CHAPTER 5**

### **5 DATA ANALYSIS PART 2: QUANTITATIVE SURVEY**

#### **5.1 INTRODUCTION**

This is the second of two chapters that deal with data analysis, and it focuses on the data collected from the questionnaire. As in the previous chapter, this chapter is structured around propositions, each proposition is stated at the beginning of the corresponding section, and again the purpose of the chapter is to present the results rather than discuss the findings in any depth. A full discussion of all the results is provided in chapter 6 of this thesis.

A total of 600 questionnaires were distributed and returned, including 400 from adults aged 50 years and over and, for comparative purposes, 200 questionnaires from younger people. The chapter begins by profiling respondents before addressing each of the remaining propositions.

As suggested by Coolican (1990, p. 174) the significance of test results, based on the p probability level, is presented at three levels of confidence:

1. Significant:  $0.05 > p > 0.01$
2. Highly significant:  $0.01 > p > 0.001$
3. Very highly significant:  $0.001 > p$

## 5.2 PROFILE OF RESPONDENTS

### 5.2.1 Age

Data were gathered which resulted in sample size of 600. Respondents ages ranged from 18 years to 80 years (Mean age 51.81, S.D 14.47). Table 5.1 shows the sample by aged bands and the mean ages of the sample by age decade. Every age from 18 to 80 years is included in the sample. The sample comprises a wide range of ages.

Table 5.1: Breakdown of Ages by Band

AGE	SAMPLE					
	N	Percent (%)	MEAN AGE (Years)	MINIMUM	MAXIMUM	S.D
18-29	69	11.5	24.29	18	29	3.11
30-39	75	12.5	34.86	30	39	2.17
40-49	57	9.5	45.25	41	49	2.04
50-59	207	34.5	55.14	51	59	2.38
60-69	142	23.7	64.90	60	69	2.40
70+	60	8.4	71.51	70	80	1.66
Total	600	100	51.81	18	80	14.47

Table 5.2 shows a breakdown of the age range, with 400 of the sample being over 50 years of age and 200 people less than 50 years old.

Table 5.2: Breakdown of Age Range

AGE	SAMPLE	
	N	Percent (%)
Below 50 years	200	33.3
50 years and over	400	66.7
Total	600	100

### 5.2.2 Gender

The sample comprises 270 (45%) males and 330 (55%) females. Table 5.3 shows the mean age and standard deviation for each group. While the mean age for females is slightly higher (52.3) compared to males (51.2).

An independent samples t-test confirmed that these differences are not significant.

Table 5.3: Sample Characteristics by Gender

GENDER	N	PERCENT (%)	MEAN AGE	S.D
Male	270	45.0	51.2	14.2
Female	330	55.0	52.3	14.8
Total	600	100.0	51.8	14.5

### 5.2.3 Ethnicity

As shown in Table 5.4, the majority (39.3%) of the sample comprise Malays- while 28.2% are Chinese and 23.7% are Indians. Only 8.8% come from other races which comprise people from East Malaysia, such as Sabah and Sarawak, and other races that live in Peninsular Malaysia such as the Portuguese.

Table 5.4: Sample Characteristics by Ethnicity and Age Band

Ethnicity	SAMPLE AGE RANGE				TOTAL	
	Under 50 years		50 years and above			
	N	%	N	%	N	%
Malays	68	34.0	168	42.0	236	39.3
Chinese	61	30.5	108	27.0	169	28.2
Indians	50	25.0	92	23.0	142	23.7
Others	21	10.5	32	8.0	53	8.8

#### **5.2.4 Summary of Profile**

In summary, the sample comprises younger and older people ranging from 18 to 80 years of age. Both genders and the three main ethnic (i.e. Malays, Chinese and Indians) as well as other ethnic groups (such as Kadazan, Iban and Portuguese) are included.

### **5.3 MEDIA USE**

#### **5.3.1 Differences between Younger and Older Consumers in Media Usage**

*P2: There are differences between younger and older consumers in terms of the ways in which advertising is used to make decisions.*

Table 5.5 gives information about each age group pertaining to their media use. The mean scores show the level of agreement with the various statements, and it can be seen from Table 5.5 that there are no age differences in terms of how younger and older adults use media to kill time, to forget about their problems, to advance their intellectual growth or even to find out what is going on in their country.

However, there are some areas that do differ between older and younger adults (table 5.5). In comparison to under 50s, older adults are significantly more likely to use media to avoid being bored, to check out what is going on around them and to check out the advertisements themselves. Additionally, older adults are significantly more likely to use advertising to help them make product choices. From the analysis, it shows that *P2 is supported*.

**Table 5.5: Media Use and Age Band**

	<b>Age Range</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>p-value</b>
I watch television and/or read magazines to kill time	above 50 years	400	3.28	1.083	n/s
	under 50 years	200	3.19	1.135	
I watch television and/or read magazines to not to feel bored	above 50 years	400	2.31	1.084	.000
	under 50 years	200	1.96	.958	
I watch television and/or read magazines to forget about any problems	above 50 years	400	1.77	.766	n/s
	under 50 years	200	1.74	.770	
I watch television and/or read magazines to check out what is going on around me	above 50 years	400	3.29	.990	.000
	under 50 years	200	2.78	1.050	
I watch television and/or read magazines to advance my intellectual growth	above 50 years	400	3.56	.995	n/s
	under 50 years	200	3.71	.842	
I watch television and/or read magazines to find out what's going on in my country	above 50 years	400	3.32	1.119	n/s
	under 50 years	200	3.21	1.249	
I watch television and/or read magazines to check on the advertisements.	above 50 years	400	3.47	1.136	.001
	under 50 years	200	3.23	1.004	
To make sure I buy the right product or brand, I often look at advertisements to see what others are buying and using.	above 50 years	400	3.35	1.119	.001
	under 50 years	200	3.07	1.067	
If I have little experience with a product, I often check with advertisements.	above 50 years	400	3.28	.921	.001
	under 50 years	200	3.04	.958	
I often consult advertisements to help choose the best alternative available from a product class.	above 50 years	400	3.21	.991	.000
	under 50 years	200	2.91	.988	
I often gather information from advertisements about products before I buy.	above 50 years	400	2.70	1.042	.000
	under 50 years	200	2.30	1.123	

In sum, the results show that there are age differences on the purpose of using media for advertisements. In comparison to younger adults, older adults use both television and magazines partly in order to use advertisements for information on products that they are interested in. On the other hand, most of the issues that are not related to the purpose of using media for advertisements show no age differences.

## 5.4 ATTITUDES TOWARDS DIFFERENT ADVERTISEMENTS

In these analyses, attitudes towards the three different advertisements (A,B,C) which are shown in Appendix A were computed.

Recall that Advertisement A shows an older adult in a very positive way, Advertisement B shows an older adult in a stereotyped way (i.e. in this case positive stereotype) and Advertisement C portrays an older adult in a negative way. An overall attitude score was computed by summing the 12 items in the attitude toward the ad scale. The Cronbach alpha coefficient was satisfactory for all the three advertisements- Advertisement A ( $\alpha=.93$ ), B ( $\alpha=.91$ ) and C ( $\alpha=.69$ ). According to Hair et.al (2007), Cronbach's Alpha that is more than 0.6 are acceptable.

### 5.4.1 Responses Based on Ethnicity

*P4: Different ethnic groups may respond differently to different advertising appeal*

Three separate analyses were conducted using 'Attitude toward Ad A', 'Attitude toward Ad B' and 'Attitude toward Ad C' as the dependent variable and ethnicity as the independent variable.

One-way ANOVAs revealed no significant differences between ethnic groups in terms of attitudes towards any of the three advertisements. This result suggests that none of the ethnic groups differ in their attitudes towards any type of advertisements. Therefore, *P4 is not supported.*

#### 5.4.2 Age Differences Based on Positive Portrayals

*P11: Older adults will respond positively to positive portrayals in advertising*

Advertisement A, which depicts a positive portrayal, is used as the focus of this analysis. A factor analysis was conducted on the Reaction Scales in order to reduce the scales to more manageable numbers in order to conduct multiple regression analyses. Table 5.6 shows the KMO value is .659 and Barlett's Test is significant ( $p=.000$ ), therefore factor analysis is appropriate.

Table 5.6: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.659
Barlett's Test of Sphericity	Approx. Chi-Square	1181.898
	df	406
	Sig.	.000



Table 5.7 shows the items loadings on the three factors with loading above .3.

Table 5.7: Reaction Scales

	Component		
	1 upbeat	2 warm	3 negative
AttentiveA	.689		
ConcernA	.609		
AttractA	.556		
ActiveA	.550		
AdventerousA	.520		
AmusedA	.484		
DullA			-.433
EnergeticA	.415		
EmotionalA			-.339
CalmA	.322		
LonelyA			
IrritatedA			
AliveA		-.504	
AnnoyedA			.406
ConfidentA		.385	
AngryA			.376
BadA			.344
TouchedA			
CarefreeA			
BoredA			
DepressedA			
WarmA			
DisgustedA			.468
CheerfulA		.455	
KindA		.394	
AffectioA		-.318	
SentimentalA			
SadA			
PeacefulA			

Since some of the variables did not fit to the factors based on Edell and Burke (1987), the author has eliminated them from the rest of the analysis. The remaining variables used for the regression analysis are:

- Factor 1 (Upbeat) - Attentive, Attractive, Active, Adventurous, Amused, and Energetic
- Factor 2 (Warm) - Alive, Kind and Affectionate
- Factor 3 (Negative) – Dull, Emotional, Annoyed, Angry, Bad and Disgusted

In answering the above proposition, a Multiple Regression analysis was conducted for Advertisement A to see whether older Malaysian will respond to older models that show positive stereotyping. The author has used the 'Attitudes towards Ad A' score as the dependent variable. All negatively worded questions have been 'reversed' in order to check the reliability. The Cronbach alpha coefficient for Attitude towards Different Advertisement A is 0.93.

There are two factors that represent positive reactions (i.e. Upbeat and Warm). Both were used for this analysis. By including the 'Upbeat and Warm' factor to measure the response to positive stereotyping, a significant result emerged ( $F=185.342$ ,  $p=.000$ ,  $R^2=.57$ ) which explained 57 percent of the variance.

From the results, it shows that older adults do respond positively to advertisements that portray older models in positive stereotyping. If the older models are portraying as attentive, attractive, adventurous, amused and energetic, it create positive attitudes towards the advertisements. Therefore, *this supports P11*.

### 5.4.3 Age Differences in Attitudes

*P12: Attitudes towards ads using older models will differ between younger and older adults.*

#### For Advertisement A (positive portrayals)

An independent samples t-test was conducted to compare the Attitude towards the Advertisement A for young and older adults. A significant difference emerged between the under 50s ( $M = 35.86$ ,  $SD = 2.90$ ) and over 50s ( $M = 34.94$ ,  $SD = 2.64$ ;  $t(598) = 3.87$ ,  $p = .000$ , two-tailed). This shows that younger people actually had a more positive attitude toward the ad with positive portrayals than did the older adults.

#### For Advertisement B (stereotyped way)

A significant difference also emerged in a stereotyped ad: Under 50 years ( $M = 35.43$ ,  $SD = 2.52$ ) and above 50 years ( $M = 36.37$ ,  $SD = 2.53$ ;  $t(598) = 4.28$ ,  $p = .000$ , two-tailed). This shows that older adults has more positive attitudes toward positive stereotyped ad compared to younger people.

#### For Advertisement C (negative portrayals)

An independent samples t-test revealed no significant difference in the Attitude towards Advertisement C.

Overall, then it seems that while there are no age differences in attitudes towards ads that depict older adults in a negative way, there are significant age differences in attitudes towards ads that depict older adults in positive and stereotyped ways. Contrary to expectations, however, younger adults have more positive attitudes towards positive portrayals and less positive attitudes toward ads that depict older adults in stereotyped ways.

*Thus P12, is partly supported.*

#### **5.4.4 Gender Differences in Attitudes**

*P13: There will be gender differences in attitudes towards advertising containing older models.*

By using the whole sample, an independent sample T-test revealed no significant differences between genders in terms of attitudes towards any of the three advertisements. *Thus, P13 is not supported.*

#### **5.4.5 Attitudes Differences Within the Older Group**

*P14: In terms of perceptions of advertising using older models, there will be differences within the older consumer market*

Older adults were divided into three different media groups (i.e. High, Medium and Low media users). The author will see if there are any differences between these groups in terms of attitude towards the different ads.

Three groups were formed using media usage comprising:

- High: Older adults that use media more than 5 hours (> 5 hours);
- Medium: Older adults that use media between 3-5 hours (3-5 hours), and
- Low: Older adults that use media 2 hours or less ( $\leq 2$ ).

Then, the attitudes towards the set of ads were analysed using ANOVA. Post-hoc comparisons using the Tukey HSD test were made.

ANOVAs revealed significant differences between the groups in terms of attitudes toward the positive portrayal (ad A) ( $p=.001$ ,  $F(2,397)=4.64$ ) and the stereotyped portrayal (ad B) ( $p=.002$ ,  $F(2,397)=6.27$ ). However, it shows no significant difference

between Medium Media User in terms of attitudes towards Advertisement C ( $p=.090$ ,  $F(2,397)=2.42$ ).

Post-hoc comparisons using the Tukey HSD test indicated that the mean score for the High Media User group ( $M= 35.26$ ,  $SD= 2.47$ ) was significantly different from those who are Low Media User group ( $M= 34.87$ ,  $SD= 2.63$ ) for Advertisement A. This means that High Media User are more positive towards ads with positive portrayals compared to those who are Low Media User.

Those who are Medium Media User however ( $M= 34.88$ ,  $SD= 2.58$ ) did not differ significantly from either those who are High Media User or Low Media User.

In terms of the stereotyped portrayal (Advertisement B), post-hoc test revealed that for those who are High Media User ( $M= 36.6$ ,  $SD= 2.36$ ) were significantly different from those with Low Media User ( $M= 35.06$ ,  $SD= 2.31$ ). This result suggests that people who have High Media Usage have more positive attitudes towards a stereotyped ad (i.e. advertisements that shows positive portrayals of older adults) than those in Low Media use group.

However, the Medium Media Use group ( $M= 35.67$ ,  $SD= 2.33$ ) did not differ significantly from either of the other two groups. Overall the analysis show that there are differences in attitude towards advertisements that portray older adults in positive ways and stereotyped way, but there are no differences in attitude towards advertisement that portray older adults in negative way. Therefore, *P14 is partly supported*.

## 5.5 COGNITIVE AGE

### 5.5.1 Differences in Chronological and Cognitive Age

*P15: The Chronological and Cognitive ages of older Malaysian are significantly different*

The mean chronological age is 60.62 while the mean for cognitive age is 45.94. When the mean chronological age for the sample as a whole is compared to the mean cognitive age in Table 5.8, it can be seen that a clear youth bias of around 14 years (14.68) exists.

Table 5.8: Chronological and Cognitive Age Means

	N	Mean	Std. Deviation
Chronological Age	400	60.62	6.562
Cognitive Age	400	45.94	7.049

A paired t-test was performed and confirmed the difference between chronological age and cognitive age to be very significant ( $t= 105.67$ ,  $df= 399$ ,  $p<0.05$ ). Therefore, *P15 is supported*.

### 5.5.2 Gender Differences in Cognitive Age

*P16: There will be differences between men and women in terms of their Cognitive Age*

As illustrated in Table 5.10, there is not much difference between men and women in terms of their youth bias and an independent-samples t-test confirmed that there are no gender differences. Thus, there is *no support for P16*.

Table 5.9: Gender Mean by Age

Gender	N	Mean Chronological Age	Mean Cognitive Age	Mean Youth Bias
Male	270	51.50	39.96	11.19
Female	330	52.28	40.47	11.68

### 5.5.3 Cognitive Age and Ethnicity

*P17: There will be differences in cognitive age based on ethnicity*

As illustrated in Table 5.10, there is not much difference between different ethnicity in terms of their youth bias and ANOVA confirmed that there are no ethnicity differences. Thus, there is *no support for P17*.

Table 5.10: Ethnicity Mean by Age

Ethnicity	N	Mean Chronological Age	Mean Cognitive Age	Mean Youth Bias
Malay	236	52.88	41.03	11.89
Chinese	169	51.67	40.56	11.11
Indian	142	51.04	39.82	11.22
Others	53	49.53	38.45	11.08

#### 5.5.4 Cognitive Age and Attitudes towards Ads

*P18: Persons of different cognitive ages will respond differently towards advertisements*

Three groups were formed using youth age comprising:

- Older: youth age of those who feel the same or older than their actual age ( $\leq 0$  year) for example his actual age is 45 years but he feels like 50s;
- Slightly younger: youth age of 1-9 years, and
- Much younger: youth age of 10 years or more ( $\geq 10$  years).

Using the same three youth age groups (same/older, slightly younger, much younger), attitudes towards the set of advertisements were analysed using one-way ANOVAs. Post-hoc comparisons used the Tukey HSD test.

Results revealed significant differences between the groups in terms of attitudes toward the positive portrayal (ad A) ( $p=.000$ ,  $F(2,597)=3.68$ ) and the stereotyped portrayal (ad B) ( $p=.002$ ,  $F(2,597)=6.29$ ). However, no significant difference between the groups in terms of attitudes towards the negative portrayal (Ad C) ( $p=.220$ ,  $F(2,597)=1.52$ ).

Post-hoc comparisons using the Tukey HSD test indicated that the mean score for the older group ( $M=33.54$ ,  $SD=10.77$ ) was significantly different from those with much younger youth age ( $M=42.71$ ,  $SD=7.69$ ) for Advertisement A. Clearly, those adults who feel much younger than their actual age are more positive towards ads with positive portrayals than are those who feel older than their actual age. Those with youth age between 1-9 years however ( $M=40.04$ ,  $SD=10.94$ ) did not differ significantly from either of the other groups.

In terms of the stereotyped portrayal (Advertisement B), a post-hoc test revealed that those who feel the same or older than actual age ( $M=30.15$ ,  $SD=9.13$ ) were



significantly different from those with a youth age between 1-9 years ( $M= 37.92$ ,  $SD= 9.44$ ). However, those whose youth age is 10 years or more ( $M= 40.67$ ,  $SD= 8.22$ ) did not differ significantly from either of the other groups. This results shows that those who perceive themselves to be slightly younger than their actual age have the most positive attitudes toward the stereotype ad compared to those who feel older or much younger than their actual age.

Overall the analysis shows that there are differences in attitude towards advertisements between those that have a large youth age and those who feel closer to their actual age, especially for advertisements that portray older adults in a positive ways and a stereotyped way. However, there are no differences in attitude towards advertisement that portray older adults in a negative way. Therefore, *P18 is partly supported*.

## **5.6 SUMMARY OF QUESTIONNAIRE SURVEY**

This chapter has presented the results of the questionnaire survey. For ease of reference, table 5.11 provides a summary of the findings relating to each proposition that this chapter has investigated.

Table 5.11: Findings Relating to Each Proposition

<b>PROPOSITIONS</b>		<b>OUTCOME</b>
P2	There are differences between younger and older consumers in terms of the ways in which advertising is used to make decisions	Supported
P4	Different ethnic groups may respond differently to different advertising appeal	Not Supported
P11	Older adults will respond positively to positive portrayals in advertising	Supported
P12	Attitudes towards ads using older models will differ between younger and older adults	Partly Supported
P13	There will be gender differences in attitudes towards advertising containing older models	Not Supported
P14	In terms of perceptions of advertising using older models, there will be differences within the older consumer market	Supported
P15	The Chronological and Cognitive ages of older Malaysian are significantly different	Supported
P16	There will be differences between men and women in terms of their Cognitive Age	Not Supported
P17	There will be differences in Cognitive age based on ethnicity	Not Supported
P18	Persons of different Cognitive ages will respond differently towards advertisements	Partly Supported

## 5.7 CONCLUSION

Analysis first concentrated on the media use where there are differences between younger and older consumers in terms of the ways in which advertising is used to make decisions. Analysis then turned to the attitudes towards different advertisements. Different ethnicity group was analysed in terms of their attitudes towards different ads. The result shows that there is no support which means that different ethnic groups will

not respond differently to different advertising appeals. Then, the analysis continue to look at age differences based on positive portrayals. Results confirmed that older adults will respond positively to positive portrayals in advertising. In other words, older adults prefer if older models are portraying as attentive, attractive, adventurous, amused and energetic. Next, the analysis was done on age differences in attitudes. The results shows that younger people actually had more positive attitudes towards advertisements with positive portrayals than did the older adults. However, advertisements that portray older models with positive stereotype are more preferable by older adults compared to younger people. For advertisements that portray older models in negative portrayals are not preferred by both younger and older adults.

In terms of gender differences in attitudes, the result shows that there is no gender differences in attitudes towards advertising containing older models. Analysis was also conducted to find out the attitudes of advertising using older models within the older group. The results show that high media users are more positive towards ads with positive portrayals compared to those who are low media users. The result also suggest that people who have high media usage have more positive attitudes towards positive stereotyped ad than those in low media user group. But there are no differences in attitude towards advertisement that portray older adults in negative way.

The analysis then moves on to differences in chronological and cognitive age. The result confirmed that the chronological and cognitive ages of older Malaysian are significantly different. However, there is no support in terms of gender differences in cognitive age. Cognitive age and ethnicity also shows no support. In terms of cognitive age and attitude towards ads show that those adults who feel much younger than their actual age are more positive towards ads with positive portrayals than are those who feel older than their actual age. Those who perceive themselves to be slightly younger than their actual age have the most positive attitudes toward the positive stereotyped ads compared to those who fell older or much younger than their actual age.

## **CHAPTER 6**

### **6 DISCUSSION, CONCLUSIONS AND IMPLICATIONS**

#### **6.1 INTRODUCTION**

This is the final chapter of this thesis. The chapter begins with a discussion of the overall contributions to research that this study makes. Then, taking each proposition in turn, the results are discussed in relation to previous literature and existing theories. The implications of the research findings for marketing practice and for future research are also discussed. The chapter concludes with a final summary of the study.

For ease of cross- reference, the proposition number, and relevant sections in the literature review and data analysis chapters are provided in parentheses.

#### **6.2 DISCUSSION**

##### **6.2.1 Overall contribution to research**

This research makes an important contribution to knowledge pertaining to advertising to older adults in Malaysia. It adds to the small number of studies concerning television advertising to older Malaysian consumers, it is the first to consider print advertising to this increasingly important segment, and it is the first to measure key age differences in attitudes towards different various portrayals of older adults.

First, due to different races and cultures in Malaysia, issues relating to older people are likely to be different compared to the West. Yet the majority of studies in this field have been conducted using Western adults (Angus & Reeve, 2006; Bradley & Longino, 2001; Brewer, Dull & Lui, 1981; Cuddy, Norton & Fiske, 2005; Simcock & Sudbury,

2006; Westerwick, 2007). Only one prior study (Ong & Chang, 2009) of older advertising models has been carried out in Malaysia.

Replications (particularly with extensions) are important for the advancement of science (Easley et al., 2000) and for discovering empirical generalisations (Hubbard & Lindsay, 2002). Hence, the current study makes an important contribution to knowledge pertaining to older adults in Malaysian advertising.

Second, the current study takes a more holistic view than Ong and Chang's (2009) study, which was limited solely to television advertising. The current study is the only research conducted in Malaysia to explore both magazines and television advertisements. Hence, it provides another dimension to understanding the ways in which older adults are portrayed in advertising across different media. Indeed, even when considering the many content analyses conducted worldwide in this field, many have been limited to one type of media (Chen, 2015; Williams, Wadleigh & Ylänne, 2010; Zhang et al., 2006). The current analysis overcomes this limitation of previous studies. It is important to look at different media formats because different people will have different levels of exposure to these different media.

Third, this study incorporates a much greater number of variables than most previous content analyses. In addition to variables such as gender, portrayal, behaviour, and stereotyping, an important consideration is the different ethnic groups that make up Malaysian society (Malays, Chinese, Indians and others). This is an important contribution because previous studies have never before considered ethnic differences in advertising attitudes and preferences, despite age-stereotypes being impacted by culture (Ong & Chang, 2009) and because very different characteristics have been found between the different ethnic groups, suggesting these groups are not homogeneous in their needs (Rabieyah & Hajar, 2003). Indeed, it has been suggested that age, gender and ethnicity are crucial factors when designing products and services for older Malaysian adults (Rosnah et al., 2009), yet no previous advertising research has considered such differences.

Fourth, this is the first study to consider both chronological and cognitive age when analysing advertisements targeted at older Malaysian adults. Indeed, this is the most comprehensive study into self-perceived age in terms of TV and print advertisements ever conducted in Malaysia. Self-perceived age is an important consideration when targeting older adults as it has been shown to be a better indicator of consumer behaviour than is chronological age (Chua, Cote & Leong, 1990; Sudbury & Simcock, 2009). Hence, this research makes a valuable contribution to the self-perceived age literature, and lends support for the emergence of a global consumer culture, based on being ‘young-at-heart’ (Barak, 2009; Sudbury-Riley et al., 2015).

In sum, this study makes an important contribution to knowledge pertaining to advertising to older adults, which is increasingly important given the ageing of the world’s population (Sudbury-Riley et al., 2012), it makes an important contribution as the most comprehensive study into advertising to older adults ever conducted in Malaysia, and it adds to the global consumer culture literature in that it lends support for a global segment of older consumers who feel, look, think and act much younger than their chronological age.

#### **6.2.2 The Number of Older Adults in Advertising (P1, 2.2.1, 4.2)**

*P1: The number of older people in Malaysian advertising will not be proportionate to the number of older people in Malaysian society.*

The finding that the number of older adults in Malaysian advertising is proportionate to the number of people in Malaysian society is a novel one. Clearly, Malaysian advertising has made enormous progress in terms of both the numbers of advertisements that utilise older adults and the way these older adults are depicted. Contrary to previous content analyses conducted in the West (Carrigan & Szmigin

1998; Davis & Carson 1998; Kessler, Schneider, & Bowen 2009; Robinson 1998; Tupper 1995; Zhou & Chen 1992), other Eastern countries (Higgs & Milner 2005; Lee et al. 2006; Morton & Chen 2009; Prieler et al. 2009), and even Malaysia itself (Ong & Chang 2009), senior adults are not underrepresented, and are not depicted in a stereotypical manner. Ong and Chang's study, published in 2009, comprised television advertising from 2008. Here are signs that some businesses have begun to address the needs of older adults, although these do tend to limit their efforts to the needs of the very old (Walker, 2011). Nevertheless, an increase in the numbers of older models would be expected, given the years that have elapsed since Ong and Chang completed their study.

Other Asian countries such as Japan and Korea found that older adults are underrepresented in advertising in those countries, which is in direct contrast to the current finding. Prieler et al. (2009) and Prieler (2012) consistently found that older adults in Japan advertising were underrepresented. Lee, Kim and Han (2006) also claim that older adults in Korean advertising are also underrepresented in that country.

Older adults in US clearly underrepresented in TV advertisements (Swayne & Greco, 1987) and magazines advertisements (Hiemstra et al., 1983). Similarly in the UK, older adults were also underrepresented in British magazines (Carrigan & Szmigin, 1999).

The current results suggest there has been a tremendous change in attitudes towards older adults in Malaysia since Ong and Chang's (2009) study. If advertising does indeed reflect society (Pollay, 1986), then these results perhaps offer the first tentative glimpse that business has begun to cater for a growing segment of older consumers. Malaysian advertising appears to reflect the growing representation of older adults in society.

### **6.2.3 Media Use (P2, 2.2.2, 5.3.1)**

*P2: There are differences between younger and older consumers in terms of the ways in which advertising is used to make decisions.*

Support for this proposition emerged from findings that older adults are significantly more likely to use advertising to help them make product choices than are their younger counterparts. It has long been argued that older adults are particularly dependent on mass media to guide consumer behaviour (Lumpkin & Festervand, 1988; Stephens, 1982; Tongren, 1988) hence this result is important as it suggests that this is still the case with today's cohort of older consumers. Indeed, these results have shown that older adults use both TV and magazine advertisements to gather information on products and services. It should be noted that this finding is particularly important in light of the discovery that media use for non-consumer purposes (e.g. watch TV and read magazines to kill time or to increase intellectual growth) showed no age differences.

Festerrand and Lumpkin (1985) long ago claimed that as people get older, they rely more to the media which makes media play an essential role in older adults' lives. Later, Harwood (2007) found that older adults spend more time consuming media especially television compared to younger people, which is why it is important to have a fair representation of older adults in advertising because it is good for society as a whole and may lead to positive age identities among older adults (Harwood, 1999). Swayne and Greco (1987) further added that media especially TV advertisements able to shape and influence attitudes. Media portrayals influence not only older adults but younger audience's views of older adults. Koskinen et al. (2014) claim that print media is also an essential means of communication to older adults especially when they require information on health and social services.

Mares and Sun (2010) offer an interesting explanation for age differences in media use. They suggest that older adults are more interested in media due to meaningfulness and



emotional balance because as they grow old, older adults believe that the future tends to be more limited and restricted. This suggestion is in line with socio-emotional selectivity theory (Cartensen, 1992) which suggests that as people age they pursue emotionally-orientated rather than knowledge-orientated goals. The results here contest these findings, in that these older Malaysian adults are significantly more likely to use advertising to help them make product choices than are their younger counterparts, while they are no more likely to use media for other purposes. Indeed, while socio-emotional selectivity theory has received much support in the psychology and gerontology literature (Carstensen, Isaacowitz, & Charles 1999) and indeed in some marketing literature (Drolet et al., 2007; Williams & Drolet, 2005) it has recently come to light that its focus on the pursuit of emotionally-orientated rather than knowledge-orientated goals, at least in an advertising context, may have been overestimated (Sudbury-Riley & Edgar, in press). The results here support Sudbury-Riley and Edgar's contention that older adults are more likely than their younger counterparts to use advertisements to gather information before buying products or to look for the right products or brand to buy.

## **6.2.4 Ethnicity**

### **6.2.4.1 Ethnic Group Representation (P3, 2.2.3, 4.3)**

*P3: The ethnic make-up of older adults in Malaysian advertising will not be representative of the make-up of the Malaysian population*

Ethnic representation is an important consideration in the current study and one that has previously been overlooked in Malaysian research. Results clearly show that the ethnic make-up of older adults in Malaysian advertising is not representative of the Malaysian population. However, it is not a uniform finding in that Chinese and Indians are slightly overrepresented in TV advertising, and this is the case for Indians in print advertising

too. On the other hand, Malays were found to be underrepresented, with only 32% of all older models being Malay. At the same time, almost one third of print advertising featuring older models does not contain the major races in Malaysia, which was expected given that many of the publications are international, thus more Western models were found. It seems as though many international advertisers do not consider it important to include Eastern models, even if the publication is targeted at Eastern people. Ethnic divisions are clearly visible in Malaysia (Abraham, 1999) so if advertising is to represent society it is important that all ethnic groups are represented.

While there is no previous research pertaining to ethnic representation in Malaysian advertising with which to compare these results, Western studies have found ethnic minorities to be underrepresented, particularly in television advertising (Coltrane & Messineo, 2000; Greenberg et al., 2002). When older Malays were included in advertising, it tended to be for religious activities and depictions of them staying at home and perhaps looking after grandchildren. Few were involved in advertising for other activities.

Such findings are important because media, including advertising, play an influential role in shaping the way society understands ethnicity as part of identity and everyday lives. Indeed, numeric representation of a certain ethnicity in advertising can be seen as an indication of social relevance in the larger society (Dorr, 1982). Applying these findings to Dorr's (1982) argument suggests that older Malays are not relevant as far as advertisers are concerned.

Nevertheless, it is clear that when older models are used, there is a variety of all ethnic groups, and also noteworthy is the healthy percentage of adverts which depict older adults of different races mixed together. The use of collectivism characteristics in advertising is more effective in Asia (Han & Shavitt, 1994). Therefore, to have more advertisements that depict older adults of different races together is a healthy way to show the unity among all races.

#### **6.2.4.2 Different Attitudes of Different Ethnic Groups (P4, 2.2.3.1, 5.4.1)**

*P4: Different ethnic groups may respond differently advertising appeals.*

In contrast to studies on representation, there are media studies in Malaysia that focus on ethnicity and attitudes towards advertising (De Run, 2006; Idris, 2011; Mohsin Butt & De Run, 2010), though there is no consensus. On the one hand, De Run (2006) found that countries that have diverse ethnic groups widely use different languages in the media and he came to the conclusion that different ethnic groups respond equally to different ads from other language. In contrast, Idris (2011) found that Malaysian people preferred advertisements that are in their own language. Mohsin Butt and De Run (2010) also found most ethnic groups in Malaysia prefer advertisements that use their own native language. This finding was true for Malays, Chinese and Indians. As no ethnic differences in attitudes toward advertisements emerged in the current study, the results concur with De Run (2010). These are however in contrast to other studies conducted outside Malaysia where ethnicity was found to be related to different advertising appeals (Hong et al., 1987; Zhang and Gelb, 1996). Hong et al. (1987) studied American and Japanese print ads where they found the difference between the two cultures. Japanese preferred emotional appeals compared to American for advertisements.

Of course, creating advertisements that appeal to different cultures is a challenge to many advertisers (Miller & Stafford, 1999). As Malaysia consists of several different races and cultures, creating advertisements that serve all cultures may be particularly challenging. The results that emerged here suggest that advertisers do not need to worry about differences based on ethnicity in Malaysia. Perhaps this is due to the fact that most advertising in Malaysia – particularly television advertising – use the Malay Language (i.e. Bahasa Malaysia) or in English. In fact, the top magazines in Malaysia also showed advertisements either in Malay or English. Therefore, all races are used to being exposed to advertising that is not always in their natural tongue; hence they are able to accept such ads.

### **6.2.5 Gender Representation (P5, 2.2.4, 4.7)**

*P5: In comparison to their male counterparts, older females will be particularly underrepresented in Malaysia advertising.*

The expectation that older females would be particularly underrepresented in Malaysian advertising compared to older males emerged as expected. Indeed, the majority of the older models identified in this study were men. Clearly older women are less visible in Malaysian advertising, and this is particularly apparent for print advertisements. This finding supports the one previous study conducted in Malaysia (Ong & Chang, 2009). The same study found similar results for older Korean females, and mirrors other Asian studies where it has been found that older women are underrepresented in most advertisements (Prieler et.al, 2009; Tan, Ling & Theng, 2002). Indeed, Prieler et al. (2011) found that in Japan older females were rarely represented in advertisements at all. Outside Asia similar findings have emerged in that women tend to be particularly underrepresented and this applies to both television and magazine advertisements (Raman, et.al, 2006; Robinson, 1998; Roy & Harwood, 1997).

It seems that even in the second decade of the twenty-first century, Sontag's (1972) double standard of ageing hypothesis is still true. It seems as though society is more tolerant of ageing males than ageing females.

## **6.2.6 Older Adults Roles in Advertising**

### **6.2.6.1 Advertising Roles (P6, 2.3.1, 4.4)**

*P6: The roles given to older adults in Malaysian advertising will comprise mainly either*

*a) minor and background roles; or b) celebrity endorsements.*

The results showed that when older adults are used, they are given major roles. This is in line with Ong and Chang's (2009) Malaysian study, Lee, Kim and Han's (2006) Korean study, and Prieler et al.'s (2008) finding that older adults hold major roles when they are featured in Japanese television advertising. Interestingly, the current study finds that older adults are given major roles in both television and print advertisements, including advertisements that are not particularly targeted solely at older consumers.

There seems to be a pattern emerging in that studies from the West have shown that the majority of older characters are cast in minor/background roles unless the product is targeted to older or elderly adults specifically, and then the older models are cast in major roles (Raman et.al., 2006; Robinson, 1998). In contrast, the finding from this thesis supports other studies conducted in the East, in that older adults are not cast in background roles for TV advertisements and only very infrequently for print advertisements. Minor roles are also very minimal for both TV and print advertisements. It appears there are cultural differences between the West and the East in terms of the advertising roles given to older adults.

The finding shows that quite a number of advertisements that feature older adults actually comprise older celebrities, and this is especially true when targeting older consumers. Prieler et al. (2010) mention that it is highly recommended to use older celebrities to attract older consumers. On top of that, using older celebrities is far better in gaining effectiveness in terms of attracting older consumers to buy the products compared to non-celebrities (Erdogan, 1999). Greco (1988) claims that using older

models in advertisements may lead to more credibility. The use of older models in endorsing products that caters for older adults are mostly works and successful (Balazs, 1995; Greco, 1989). Older adults believe that older celebrities were shown realistically (Schreiber & Boyd, 1980). Prieler et al. (2010) found that there are high percentage of older celebrities in Japan advertisements. Higgs and Milner (2005) also found high percentage of older celebrities in Australian advertisements. Although there are no studies that have look into older celebrities in Malaysia, but there are a number of advertisements that used older celebrities in Malaysia in both television and magazine advertisements. However, the number of older Malaysian celebrities found in the ads examined in this thesis are not as many as compared to studied conducted in the West.

#### **6.2.6.2 Product Categories for Older Adults in Advertising (P7, 2.3.2, 4.5)**

*P7: Older models are only utilised in advertisements for a limited number of products categories.*

The results show that older Malaysians are frequently found in food and retail advertisements. Many advertisements in Malaysia using older adults for food product categories are either for fast food such as McDonald or Kentucky Fried Chicken (KFC) advertisements or even Malaysian local food products advertisements. Therefore, it is not a surprise that food advertisements have the highest number of older adults in the ads. This finding is different from the one found by Ong and Chang (2009) where they found that older Malaysians are mostly appeared in finance/insurance advertisements. The finding is also different from the one found in Western studies. Most of the Western studies found that older adults tend to be overrepresented for health, mobility product, finance/insurance and travel advertisements (Prieler, 2012; Williams, Ylänne-McEwen & Wadleigh, 2010; Zhang & Agard, 2004).

The difference between this study and previous studies is that ‘Moral’ advertisements have been taken into consideration for older adults in advertising. As mentioned in early chapter, ‘Moral’ advertisements are the advertisements that educate young people to respect older people and to show how older adults are highly respected. Therefore, older Malaysians are often found in this type of advertisements as well.

This study also found that older adults are rarely found in education and airline advertisements. This may be because education advertisements are often portray young people instead of old people. Also, Malaysian older adults rarely travel alone, unlike Western people, and most of them will travel together with their family which may explain why airline or vacation advertisements rarely portray older adults. Meanwhile earlier Ong and Chang (2009) found that older adults in Malaysia were rarely featured for housing, automobiles and electricity advertisements. Other studies outside Malaysia also found similar results to Ong and Chang (2009) where older adults are rarely found in advertisements for automobiles, computers/electronics and personal care products (Roy & Harwood, 1997; Lee et al., 2007; Lee, Kim & Han, 2006).

Overall, results suggest that the product categories for older adults in advertising have changed since Ong and Chang conducted their study. Clearly, a wider array of products and services are being endorsed by older adults in Malaysia.

### **6.2.6.3 Gender Differences in Roles (P8, 2.3.3, 4.7)**

*P8: In comparison to their male counterparts, older females will a) have different roles; and b) feature in ads for different product groups*

In line with previous studies (Lee, Carpenter & Meyers, 2007; Zimmerman, 2001), the current analysis found males are more likely to have major roles compared to females. Older females were given more minor/ background roles than were their male counterparts. This finding suggests that older males are more dominant and trusted by advertisers to hold more roles and major roles compared to older females. That males are given more major roles is despite the fact that older females have a life expectancy that is much greater than a male (Department of Statistics, 2015). In the West, males are mostly found holding major roles compared to older females (Simcock & Sudbury, 2006; Zimmerman, 2001). Older female roles are restricted and mostly supporting roles compared to men's roles (Klassen, Jasper & Schawartz, 1993; Mazzella et.al, 1992). In comparison, this current finding is different from the study done by Ong and Chang (2009) where Ong and Chang (2009) found older Malaysian females were given more major roles compared to older males while this thesis found the opposite. However, the current study also found that females were more likely being portrayed as product expert or celebrities. This is where older females were seems to hold major roles because they are product experts and celebrities.

In terms of product category, results show that older females featured more in food and drink, insurance, vacation (but not airlines) and electronics advertisements compared to older males. Older males are found mostly in health and banking advertisements. Compared to earlier studies, women tend to appear mostly for cosmetics/ beauty care commercials and domestic products (Mastro & Stern, 2003; Luyt, 2011; Prieler & Centeno, 2013). This result suggests that the roles of older females are changing and expanding. No longer do females appear to be so restricted or stereotyped to certain products only. That said, older females are still rarely associated with non-domestic



products (Bartsch et al., 2000) which include automobiles (Ganahl et al., 2003) electronics/ telecommunications (Tan et al., 2002) or even food and beverage advertisements. Ganahl, Prinsen and Netzly (2003) found that males are portrayed mostly in all kinds of products except beauty and health products.

Some Malaysian studies have considered gender roles in advertising (Bresnahan et al., 2001; Tan et al., 2002) although these have been limited to television advertisements. Bresnahan et al. (2001) examined gender role presentations. They found equal numbers of men and women were depicted in Malaysian TV advertisements and large numbers of characters were depicted in non-stereotypical gender roles in combined settings (i.e. inside house, outside and workplace). Tan et al. (2002) did a comparative study on the portrayal of males and females characters in Malaysia and Singapore TV commercials. Gender roles and portrayals in both Malaysian and Singaporean TV advertisements revealed pattern of stereotyping which is similar to US studies. They found that males were more than females in advertisements and they are often shown in occupational roles while females in non-occupational roles.

Since media pervade people's lives, the ways media represent genders can in turn influence consumers' perceptions of gender (Wood, 1994). In line with previous studies, this research found a bias against Malaysian older females in their mass media presence. The low visibility of older females in this study provides evidence that ageism and sexism in the media exists in Malaysia.

## **6.2.7 The Portrayal of Older Adults in Advertising**

### **6.2.7.1 The Ways Older Models are Portrayed in Advertising (P9, 2.4.3.5, 4.6)**

*P9: Older models will be portrayed a) in a positive way; b) as mostly sedentary; and c) as mainly physically weak*

When advertising does include an older model, previous evidence pertaining to *how* seniors are depicted is less clear cut. Some studies find older adults are used in a stereotypical and negative way (Davis & Carson, 1998; Zhou & Chen, 1992). Bailey, Harrell and Anderson (1993) found that there had been some improvement in the portrayal of older women in US magazine advertising, and while Peterson (1995) found the depictions of older adults to be less favourable than their younger counterparts, these differences were not statistically significant. A further body of research suggests criticisms regarding negative portrayals have been exaggerated, and found that when older models are used, they are depicted in a positive light (Carrigan & Szmigin, 1998; Gantz, Gartenberg & Rainbow, 1980; Langmeyer, 1993; Simcock & Sudbury, 2006; Swayne & Greco, 1987; Ursic et al., 1986).

This research overwhelmingly finds that older models in Malaysian advertising are portrayed in a positive way. Indeed, older adults are portrayed as happy, active and light hearted. Ong and Chang (2009) found similar results, claiming that older Malaysian were cast in a positive manner. Many Asian studies on older adult's portrayal have found that older adults are mostly portrayed in positive ways (Lin, 2001; Lee et al., 2006; Lee et al., 2007; Lien et al. 2009). It is interesting to note that most of the Asian studies find older adults are portrayed in a positive way, and this is in stark contrast to some studies from the West. Perhaps the positive portrayal of older adults found here is because older adults are highly respected in Malaysian culture. It is expected that everyone, especially young people, are bound to respect older people (Liu et al., 2003). On top of that, in terms of physical portrayals, this study found that older adults in Malaysia are mostly physically strong and capable. These findings are contrary to some other previous content analysis conducted in the West (Hiemstra et al., 1983; Peterson & Ross, 1997; Swayne & Greco, 1987; Williams et al., 2010), where it has been found that older adults are often portrayed in negative manner such as vulnerable, sick, sad, angry, cranky and hopeless. Similar to physical portrayals, most of the studies often portrayed older adults as physically and commonly showing older adults with walking sticks or wheelchair in advertisements (Musaiger & D' Souza, 2009; William et al., 2010). Perhaps because old age is often labelled as negative in Western society (Chen et al., 2010) which constitute undesirable situation and unrealistic reflection of older adults in the West.

The difference finding between Malaysia and other Western countries may be due to different cultures. The norm that has already been built for many years makes Malaysian people feel that older adults should always be seen as person with wisdom and given respect. Therefore, to portray older adults in positive manner in all types of advertisements are normal in Malaysia.

#### **6.2.7.2 Gender Age Portrayals (P10, 2.4.3.6, 4.7)**

*P10: In comparison to their male counterparts, older females will be portrayed in stereotypical ways.*

The finding that older females are portrayed in stereotypical ways compared to their male counterparts was expected. The results show that older men are more active and physically strong compared to older females and this is in line with other previous studies that revealed similar findings (Hummert et al., 1997; Miller et al., 2004). Older females are often portrayed as motherly and competent (Langmeyer, 1984; Usric et al., 1986) which is similar to the results found here. However, negative portrayals that have been found in previous studies, such as unhealthy, unstylish, lonely and grumpy (Harris & Feisnberg, 1977; Ylänne & Williams, 2009), were not found in any of these Malaysian advertisements, again suggesting cultural differences and differences in social attitudes towards the elderly.

Hence, while no evidence of negative stereotyping among older females was apparent, there is still an element of females being portrayed in stereotypical ways (for example, as motherly as opposed to business people). Additionally, there is still an under-representation of older females in general. Perhaps this is due to the fact that in Malaysia, the educational levels and economic independence enjoyed by women still lags far behind that of elderly men (Rabieyah & Hajar, 2003) and this difference is particularly large in rural areas (Ong, 2002). Or perhaps the “double standard of ageing” first suggested by Bell (1970) and extended by Sontag (1972) is still present, albeit to a lesser degree than

when it was first postulated. The double standard viewpoint argues that society believes ageing enhances a man but progressively destroys a woman, noting that “society is much more permissive about ageing in men” (Sontag, 1972, p. 325). That being old and female - often referred to as double jeopardy - is worse than being old and male appears to be borne out by studies that found women are perceived to age more quickly than men (Drevenstedt, 1976; Jackson, 1974; Kogan, 1979; Lipka, 1987; Seccombe & Ishii-Kuntz, 1991; Zepelin, Sills & Heath, 1987) and that women select younger ages than men as the best age to be (Staats, 1996). Nevertheless, the current study does not find the degrees of invisibility (Simcock & Sudbury, 2006) pertaining to older women that previous research reports.

#### **6.2.8 Responses to Positive Portrayals (P11, 2.4.4, 5.4.2)**

*P11: Older adults will respond positively to positive portrayals in advertising*

It is not a surprise that this study found older adults in Malaysia do respond positively to advertisements that portray older models in a positive way. Older adults are more attracted to older models with positive portrayals and give more attention to the models when advertisements show older models as attentive, energetic, attractive and adventurous. This is not the first study to find Malaysian advertisements often use positive age- stereotypes in advertising (Ong & Chang, 2009). Although there is no act or any regulations in Malaysian advertising that refer to older adults, so it is not compulsory to portray older adults positively, probably due to the culture, older models are seemingly always portrayed using positive stereotyping. Hence the dangers that are discussed from a Social Breakdown Syndrome perspective (Kuypers & Bengston, 1973) and a labelling theory perspective (Rodin & Langer, 1980) are less relevant here than in the West. Indeed, taking a labelling theory perspective, it is likely that the self-esteem of older adults could be enhanced due to the ways in which older models are portrayed in Malaysia.

### **6.2.9 Age-related Attitudes (P12, 2.4.5, 5.4.3)**

*P12: Attitudes towards ads using older models will differ between younger and older adults.*

The findings revealed that there are no age differences in attitudes towards ads that depict older adults in negative ways. As expected, neither younger nor older adults displayed positive attitudes toward older models being portrayed in negative way. This finding supports Robinson et al.'s (2008) claim that neither older adults nor young people prefer advertisements that present older adults as unattractive.

However, contrary to expectations, younger adults displayed more positive attitudes to the positive portrayal of older models than so older adults themselves, though the reason for this is unclear. Similarly, younger adults have less positive attitudes towards stereotyped portrayals. Perhaps due to the norm that older adults are mostly portrayed in positive ways in Malaysia, it makes younger adults have more positive attitudes towards older adults with positive portrayals compared to stereotyped ways, hence they are not familiar with older adults being negatively stereotyped. Apart from that, younger people in Malaysia care about, respect, and pay attention to older adults. Taik Sung (2004) also found similar results in Korea where younger people care about older people. In fact, in Korea, many facilities are age-friendly. For example, public transportations are designed for them to easily in and out from the bus. Malaysia is moving towards that direction to cater more towards older adults. Therefore, to portray older adults in negative way is definitely not favourable in Asia particularly Malaysia.

Dayton and Saengtienchai (1999) found that young people in Asian countries have more respect for older adults compared to the West. Unlike other studies in the West that claim young people hesitate to accept ageing, and hold negative attitudes towards older adults and old age itself (Kite & Wagner, 2002; Gellis et al., 2003) this study found the opposite. Young people still have positive attitudes towards older models with positive portrayals.

#### **6.2.10 Age- Gender Perceptions (P13, 2.4.6, 5.4.4)**

*P13: There will be gender differences in attitudes towards advertising containing older models.*

Results do not support the expected gender differences in attitudes towards advertising that contain older models. This finding is in contrast with previous studies that claim younger women tend to have more positive attitudes towards older adults compared to younger men (McConatha et al., 2003) or women have more positive attitudes towards older adults and draw more positive pictures of older adults (Lichtenstein et al. 2005), as such findings did not emerge here. Barrett and Catwell (2007) found young people to perceive older women to be portrayed positively in comparison to older men, but this study found no support for such a trend. Perhaps the results found here are because advertisements in Malaysia show both older males and females in positive ways. Therefore, younger people will not picture older males and females differently.

The absence of any other Malaysian studies of age-gender perceptions makes it impossible to make comparisons with the current study. Indeed, this finding is novel. However, since young people in Malaysia are bound to respect older adults, therefore, it is not a surprise that there are no gender differences in attitudes towards older models.

#### **6.2.11 Perceptual Differences between Different Older Adults (P14, 2.4.7, 5.4.5)**

*P14: In terms of perceptions of advertising using older models, there will be differences within the older consumer market*

The finding has confirmed the study by Sudbury and Simcock (2009) that older adults are not homogeneous and can be segmented. This study grouped older Malaysians into three segments based on their media usage (i.e. High user, Medium user and Low user)

and found that High media users have more positive attitudes towards older adults in advertisements than do Medium and Low users. This group of people rely more on media and advertisements especially for products and services information than the other groups. Therefore, they are the group that often view advertisements and have positive attitudes towards older models especially when older models are portrayed in positive way.

This thesis also finds that older adults for all three segments (i.e. High user, Medium user and Low user) do not favour advertisements that portray older models in negative ways (i.e. there were no differences in attitudes for advertisements that portray older models in negative way). These types of advertisements are unable to attract attention and are therefore useless. Because no study has identified segments of older adults in Malaysia, or indeed has used existing segmentations to understand media consumption or advertising responsiveness, the findings of this study has contributed the knowledge of media segmentation in Malaysia among older adults. The media segmentation is important and useful for targeting purposes (Moschis, 1992; Sudbury & Simcock, 2009). Clearly, these different segmentations of media consumption show that older consumers are not homogeneous mass and cannot be assumed that all older adults will respond in the same way to images of older adults in advertising.

#### **6.2.12 The Concept of Age**

##### **6.2.12.1 Cognitive Age as an Alternative Age Measure (P15, 2.5.2, 5.5.1)**

*P15: The Chronological and Cognitive ages of older Malaysian are significantly different*

The expected youth bias of around 14 years was shown to exist. This is in line with previous studies including Malaysia, UK and US. Earlier, Ong et al. (2009) found age difference between chronological and cognitive age of older Malaysian was 11 years. A

number of studies conducted outside Malaysia such as UK shows age difference between 8 and 10 years (Sudbury & Simcock, 2009; Szmigin & Carrigan, 2000) and US between 7 and 12 years (Barak & Rahtz, 1999; Marthur & Moschis, 2005; Sherman, Schiffman & Marthur, 2001; Stephan et al., 2012). Sudbury-Riley, Kohlbacher and Hofmeister (2015) investigated cognitive age among older adults in UK, Germany, Japan and Hungary and found important differences between these countries, suggesting that culture does impact cognitive age. Earlier, Kohlbacher, Sudbury-Riley and Hofmeister (2011) found that more Japanese and Hungarian adults adopted an old age identity and feel old compared to UK and German older adults.

Studies have found that cognitive age is not only important but useful in advertising (Stephens, 1991; Wright, 1973). Ong et al. (2009) mention that that knowledge and understanding on cognitive age among older adults will help in designing advertising messages and promotion strategies. Although very little work has been done on this area particularly on advertising in Malaysia, this study has shown that chronological and cognitive ages of older Malaysian are significantly different. This mean that there are many older adults feeling younger compared to their actual age. This will affect their purchasing behaviour (Sudbury & Simcock, 2009).

This study shows that Malaysian seems to have bigger youth bias (i.e. difference between cognitive and chronological age compared to previous study by Ong et al. (2009) and other studies from the West (Sudbury-Riley et al., 2015). The youth bias of 14 years that emerged here shows that many older Malaysians feel much younger than their actual age. The view in terms of how people feel, look, and what they are interested in, may influence their purchasing behaviour (Johnson, 1996; Sudbury 2006). Advertisers need to portray older adults in the way they perceive themselves. This is because they will respond and react to the advertisements that portray older adults in a positive ways. This will indirectly increase the confidence level of older adults and they will be more respected in the society (Vickers, 2007). Therefore, the results of this study indicate that it is important to know that many of older Malaysian feels cognitively younger and the difference of chronological and cognitive age for older Malaysian is relatively large.



#### **6.2.12.2 Gender and Cognitive Age (P16, 2.5.3, 5.5.2)**

*P16: There will be differences between men and women in terms of their Chronological and Cognitive Age*

The expectation that there would be differences between men and women in terms of their Chronological and Cognitive age was not supported. Indeed, there is not much difference between men and women in terms of their youth bias and the result confirmed that there are no gender differences. This result is similar with many of previous studies that show there are no gender differences in cognitive age. Infurna et al. (2010) and Rubin and Berntsen (2006) claim that although females are believed to reach middle and old age earlier compared to males (Kite et al., 2005) but both gender do not shows any differences in cognitive age.

A small (0.5 years) differences found in youth bias for this current thesis suggest both men and women have similar perceptions regarding cognitive age. Indeed, the absence of any significant different between men and women for chronological and cognitive age is consistent with large body of American and UK research except study by Szmigin and Carrigan (2000) that found men in UK have significantly older cognitive ages than women.

The difference that sometimes occurs in the West which failed to appear in Malaysia perhaps suggests cultural differences. Whatever the reason, the finding that there is a lack of gender differences in terms of cognitive age in Malaysia is a new and important contribution as there is no study that being tapped into this matter earlier.

There is no doubt that generally women are concerned with physical beauty compared to men (Barret, 2005) but this explanation does not apply to every woman, particularly in Malaysia. Furthermore, once they grow old, they are more concern on religious activities and families (Choong, Ong & Moschis, 2013; Moschis & Ong, 2011) rather than physical

beauty. Physical changes due to ageing are less traumatic for women because women are more experienced at adjusting to bodily changes through for example pregnancy or the menopause (Venkataraman et al., 2013). While for older men, loss of physical strength or even retiring from work will remind them of old age (Sudbury, 2006). There are different triggers for older men and older women where for women it is empty nest while for men is retirement (Sudbury, 2004). However, such perspective does not mean that double standard of ageing does not exist but somehow rather it just show that there are no differences in terms of cognitive age among different gender.

As both genders perceived themselves to be 11 years younger than their actual age, most of older men and women reject feeling their age.

#### **6.2.12.3 Ethnicity and Cognitive Age (P17, 2.5.4, 5.5.3)**

*P17: There will be differences in cognitive age based on ethnicity*

Findings show no differences in cognitive age between ethnic groups in Malaysia. There is very limited previous literature pertaining to cognitive age and ethnic differences, hence these results add to the paucity of knowledge in this area. In terms of the small amount of research that does exist, the results to emerge here are in direct contrast to both Chua et al. (1990) and Ying and Yao (2010). In the former study, it was found that Chinese in Singapore who are English-speaking or inclined to a Western culture had younger cognitive age compared to those inclined to Chinese culture.

Since there are no studies conducted in Malaysia on ethnicity and cognitive age, it is a new contribution to show that all the three races do not show differences in cognitive age. This will be easier for advertisers and marketers to create advertisements or even to come

up with products that cater for all races when taking cognitive age into consideration. Barak et al. (2003) claim that some older adults aspire to be older than one's cognitive age in order to earn respect and appreciation. Older adults are normally treated in a very polite manner despite which races they come from.

#### **6.2.12.4 Ad responses based on cognitive age (P18, 2.5.5, 5.5.4)**

*P18: Persons of different cognitive ages will respond differently towards advertisements*

Results partially support the proposition that there are differences in attitudes towards advertisements between those that have a large youth age and those who feel closer to their actual age, especially advertisements that portray older adults in positive ways and stereotyped way.

But there are no differences in attitude towards advertisements that portray older adults in a negative way. Obviously, older adults themselves do not like if they are portrayed in negative ways, whether or not they feel old themselves.

Those older adults who feel the same or older than their actual age are less positive towards ads with positive portrayals and stereotyped way compared to those who slightly younger than their actual age. This finding is similar with the study into cognitive age and attitudes towards advertising by Chang (2008) that found older adults that perceived themselves as young prefer positive portrayals. Hong and Zinkhan (1995) claim that ads portraying images that are congruent with the ad target's consumer will lead to positive attitudes.

These results can help advertisers and marketers to better understand the marketing/consumer behaviour of older adults as cognitive age has been used extensively in

marketing and consumer behaviour studies. Teller et al. (2013) believe that cognitive age influence perceptions and behaviour of older adults in shopping. Sudbury and Simcock (2009) found that those cognitively still in their 40's have negative feelings towards age-based promotions. Ying and Yao (2010) supported that older adults who cognitively younger are willing to accept new things, less price sensitive and willing to spend money on themselves. These findings may explain the result of this thesis that found older Malaysian who are slightly younger than their actual age prefer ads with positive and stereotype portrayals, because portrayals such as active, happy, adventurous reflect and represent them as young and healthy.

## **6.3 IMPLICATIONS**

### **6.3.1 IMPLICATION FOR MARKETING PRACTICE**

This research has resulted in a range of practical implications for marketers targeting older Malaysian adults. These implications can be classified into five major aspects of marketing practice. First, the research has implications for the use of older models in Malaysian advertising. Second, the research has uncovered important considerations in the ways in which older adults use advertising. Results also impact considerations of the ethnic and gender make-up of Malaysian society. Finally, findings relating to the ways in which older Malaysians perceive their age have important consequences for marketers.

#### **6.3.1.1 Implications for the Use of Older Models (P1, 6, 7, 9, 11 and 12)**

The secondary research analysed in this thesis clearly shows that, due to the increasing numbers of older adults worldwide, including Malaysia, they have become an attractive market for businesses and marketers. People aged 50 years and above, which is the fastest

increasing demographic, have a growing amount of spending potential. The finding that the number of older adults in Malaysian advertising is proportionate to the number of people in Malaysian society suggests that marketers in Malaysia have begun to consider targeting older people. The growing spending potential of this market makes it particularly attractive and these results suggest that at last marketers have realised they cannot afford to ignore this formidable group of consumers any longer. Since the numbers of older adults are proportionate in advertisements, older adults will notice more towards the brands and products being advertised and they will understand that many products are available for them in the market. Therefore, this will create better business opportunities. It seems that in contrast to the past, advertisers may finally be understanding that older consumers present important commercial opportunities. By using older models, this will be most effective ways to better target older consumers.

A major consideration for advertising designers is the ability of the ad to deliver the message clearly to target consumers. The message delivered and the way older models are represented will influence and affect the attitudes of younger and older consumers in particular towards the brand, and the products itself.

In terms of older adults' roles in advertisements, it is interesting that, older Malaysian models are shown in a positive light when given major roles for both TV and magazine advertisements. Thus, it is important for marketers to ensure that positive portrayals are maintained and that Malaysia continues to use positive portrayals. By ensuring older adults are portrayed positively and given major roles in advertising, positive attitudes towards the brand should hopefully result.

However, it seems that, in Malaysia, many of the older adults that appear in advertisements tend to be celebrities. This may be because attitudes towards older celebrities are more positive in comparison to non-celebrities. However, this assumption needs to be tested, hence it may be useful for marketers to understand explicitly the ways in which using older celebrities can help in targeting older consumers in Malaysia. It may be that for some types of products and services, older celebrities are indeed effective. In

these situations, therefore, it would be right for marketers to use older celebrities more often in advertisements to target older consumers because older celebrities are perceived as more attractive and credible compared to non-celebrities. Indeed, this study will help marketers to understand that using older celebrities in advertisements can create positive attitudes towards advertisements among older and younger people. Also, certain products would be effectively advertised by high profile or older celebrities. Advertising practitioners will recognise that older celebrities will be able to help in persuasion and serve to enhance source credibility in advertisements and help gaining the confidence of older adults to purchase the products. At the same time, without extensive market research into celebrity versus non-celebrity advertising to older adults, it cannot be assumed that using ordinary people in advertising, the so called slice-of-life portrayals, would not be equally or even more effective. Slice of life advertising would certainly be more cost effective than utilising celebrity endorsers.

This study has suggested that a wider range of products and services (i.e. unexpected products and services, such as food and retailing) are being endorsed by older models in Malaysia. This has shown that older adults are no longer limited to appear in advertisements such as health, insurance and travelling. Instead, these adults are clearly being portrayed in advertisements that include young people. This research has shown that Malaysians can accept older models in most advertisements, including products that are not age-specific or cater only to older consumers. Therefore, marketers should not be afraid or reluctant to use older adults in advertisements because it is acceptable and welcomed in Malaysia. Marketers should also begin to target a broader variety of products to older adults beyond what is traditionally associated to them. It is noteworthy that some product categories, such as air travel, for example, still ignore older adults, hence there is still some room for improvement.

This study has also found that when older adults are used in advertising, they are presented in a positive manner. This finding is noteworthy because the representation and portrayal of older models in advertisement is important to reach older consumers successfully. Successful portrayal depends on identification by the target audience with

the advertisement. Hence older models should be portrayed in ways that older consumers either perceive themselves to be or aspire to be. This finding is good news for Malaysian advertisers, as the inappropriate portrayal of older adults may result in negative attitudes which could lead them to boycott the products and even alienate younger consumers.

This study has found that older adults in Malaysia are fond of advertisements that portray older models in positive ways. Attentive, energetic, attractive or even adventurous portrayals of older adults in advertisements are ways to create positive attitudes among young and older adults. Such positive portrayals lead to higher levels of attraction and attention: which of course is crucial for an advertisement to be successful.

This study has also found that both older adults and younger people preferred advertisements that portray older adults with positive stereotypes. In fact, younger people showed more positive attitudes to positive stereotypes more than the older adults themselves. However, advertisers need to be aware that both younger and older adults do not prefer any advertisements that portray older adults in negative stereotypes. Older adults are defensive of the negative portrayal as it may demotivate them and could lead them to boycott the product or brand. Therefore, this type of advertisements must be avoided. Indeed, this research demonstrates empirically that neither younger nor older consumers like to see older people depicted in a negative way.

An unexpected finding of this study was that in comparison to their older counterparts, younger consumers actually have greater positive attitudes towards advertisements where older models are portrayed positively. This is a major implication. For years, a marketing myth was that younger consumers would be put off by advertisements depicting older adults. This research has debunked this myth and clearly demonstrated that younger people are willing to accept advertisements and products that are endorsed by older models. Therefore, there is no excuse to exclude or disregard older adults from appearing in any type of advertisement. In fact, marketers should include at least one older adults in every advertisements so that positive attitudes of older adults are always maintained.

### **6.3.1.2 The ways in which advertising is used and its implications for Design and Execution strategies (P2)**

The finding on the ways in which advertising is used to make decisions is particularly important. That older Malaysians are more likely to use advertisements to make product choices than are younger adults is an important contribution to help advertising practitioners better understand the ways in which older consumer use media. Not only do older adults use media to avoid being bored, importantly they use advertisements to make product choices. Hence once advertisers have designed advertisements that are effective in order to gain and hold attention, an older model that the target audience can identify with should help in enhancing source credibility. Older models are effective for gaining intention to purchase and effective in persuading people to switch brands (Kohlbacher et al., 2011). In other words, the physiological effects of ageing do make difference and are very important in designing and executing the advertisements for older adults.

Marketers and advertisers should understand what the older adults really want and how they perceive the world before creating or designing advertisements. Consequently there is a need for more targeting marketing research into the needs and preferences of older adults in order to ensure advertisers get it right. Given that older adults do rely on advertising messages to make product choices, perhaps a greater focus on product claims using informational execution strategies will help to ensure clarity of communication.

On top of that, this research has demonstrated that older adults in Malaysia are avid users of TV and magazines, and they can be effectively reached during the daytime. This finding may help advertisers design better ads to accommodate older adults' market. Advertisers should also be able to design more advertisements that cater to older adults not only as a guide for them to choose products and services but also because they watch TV and read magazines to kill time and increase intellectual growth. This study helps marketers understand the purpose of media to older adults. It may be that campaigns to



target younger consumers need a wider range of digital and new media incorporated into an IMC campaign. However, this research suggests that when the target is older consumers, the campaign needs to focus mainly on traditional media of television and magazines.

#### **6.3.1.3 Ethnicity Consideration (P3 and P4)**

From the findings, advertisers do not have to give major consideration to which ethnic group they use in their advertising. This is because none of the ethnic groups in Malaysia differ in their attitudes towards any type of advertisements. This study suggest that marketers and advertisers do not have to worry about ethnic differences as long as the advertisements, products and even services do not go against any religion and their beliefs. Of course, this is not to say that advertisers can assume that the constant use of one ethnic group would not eventually alienate other groups. Rather, this finding suggests that to continue to utilise a mixture of ethnic adults in this multicultural society is one that will be welcomed by older consumers.

#### **6.3.1.4 Gender Consideration (P5, 8, 10 and 13)**

This research has clearly shown that older females are less visible compared to older men in Malaysian advertising. This finding has important implications for practitioners because in Malaysia, females are extremely important consumers because they are the ones that buy products for the household (Bialik, 2011; Brennan, 2015). Older females have the potential to impact the economy. Most baby boomer women born between 1946 and 1964 are financially empowered with successful careers and high purchasing power (Ariffin, 1997; Tengku Aizan & Masud, 2010; The Economist, 2006). In fact, most people over 50 years old with high purchasing powers are females (Holland, 2009). Therefore, marketers cannot afford to continue to ignore this group. Clearly, then, this

gender imbalance needs to be addressed if marketers are to successfully tap into this important market. Malaysian society has changed and practitioners appear to have failed to keep up with these changes. Substantially more advertisements need to portray older women using positive stereotypes in order for them to notice the advertisements.

As the underrepresentation of older females is not a good situation to have because business may lose older female customers as other brands may better target them. Reducing the perception that older males are dominant and more important than older females is likely to turn these important women away from some brands and switch brands that better target them.

Findings also demonstrate a great deal of difference between the genders in terms of roles, with older males far more likely to be given major roles. Clearly, if business is to fully tap the spending potential of older females then there needs to be far more women portrayed in central roles. This is especially important for products that cater to older females. Limiting older females to minor or background roles makes no sense for several reasons. In addition to older females having the greatest purchasing responsibilities for the household and having greater spending power, the number of older females outweighs the number of older males in Malaysia (Department of Malaysian Statistics, 2015). By giving older women more major roles, it can attract many older women consumers because they will notice the ads and older women will be more confident towards the brands, products or services because the one who endorse the product are women. At the current time, advertisers are using outdated gender stereotyping in their depictions of older consumers.

Despite being underrepresented and holding mostly minor or background roles, this study found that older women no longer appear to be restricted to certain products such as cosmetics or household products. There is, therefore, an indication that older females are being targeted for a wider range of products, and this needs to continue. Nevertheless, there are still some anomalies, not least that older males are still dominant in retail advertising, despite older females being the main consumers of many products. This is something that future campaigns need to address.

Findings suggest that marketers and advertisers need to increase the numbers, roles and portrayals of older models specifically for older females. This research found that older females, despite their new positions in Malaysian society that are outlined above, are still being portrayed in outdated stereotypical ways. For example, in comparison to males they are still often shown in a domestic situation and are rarely portrayed in a business setting. Hence more older women should be given more major roles and change their setting to business rather than stereotypical ways such as residential and showing them as active rather than inactive. This is because older women nowadays holding good careers and have good skill with experience (Abu Bakar, 2012; Brandon, 2015).

Lastly, advertisers do not have to give major consideration towards gender differences in attitudes towards advertising containing older models because both genders have no differences when comes to older models in advertisements. In other words, what matters is that older adults of both genders need to be portrayed positively for these advertisements to be successful among older audiences.

#### **6.3.1.5 Implications of Age Perceptions (P14, 15, 16, 17 and 18)**

This study is the first to confirm that older Malaysian consumers are not homogeneous and can be segmented. While this may be an obvious finding, it has never before been considered. The study has clearly shown that there are differing levels of media use within this cohort and these findings will enable advertisers to create more efficient and effective campaigns that are more precisely targeted than perhaps has been the case in the past. Better understanding of media consumption is of vital importance to media planners.

This research has empirically demonstrated that there are important differences between older adults in Malaysia and therefore demonstrates the need for effective segmentation strategies when targeting older adults. For example, high media users have more positive attitudes towards older adults in advertisements and rely more on media and advertisements for product and service information, thus they will be more aware of and

often view advertisements. Therefore, advertisers may emphasise and serve more information through advertisements to this cohort. Marketing practitioners will be able to target older adults based on different segments and advertisers will be able to better target older adults by creating different ways or different types of advertisements based on different segments.

Therefore, marketers may be able to build trust by target older consumers correctly and with correct positioning. Marketers should be able to reach specific segments of older adults in efficient and easy ways based on different media segments. They can reach differently for different media segments such as High Media Users will depend more on advertisements compared to Medium Media Users and Low Media Users. This will lead to more precise targeting of older consumers and possibly increase sales and consumer satisfaction (Lazer, LaBarbera, MacLachlan, & Smith, 1990).

The portrayal of older models is crucial, where marketers need to portray older adults in the way they perceive themselves. In other words, advertisers need to take older adults' feelings, looks and interests into consideration when creating advertisements. Results suggest that on average older Malaysians feel fourteen years younger compared to their actual age. Therefore, older adults will respond and react to advertisements that portray older adults in positive ways and looking or acting younger than is typical. A vast body of empirical research from gerontology and marketing suggests that the ways in which their feelings, looks and interests are represented in turn influences their purchasing behaviours (Barak & Schiffman, 1981; Sudbury, 2004). Hence it is crucial for advertisers to portray older consumers in ways that are congruent with the ways they perceive themselves. This study shows this youth age is an average of 14 years: providing a good benchmark for advertisers in their design. Market research still focuses a great deal on demographic data, which may mislead advertisers. Focusing on self-perceived age should help marketers to create advertisements that better suit older adults in Malaysia. Basically, marketing and advertising practitioners should not create advertisements that highlight or remind them of their actual age. The benefit of portraying younger image of older adults in advertisements will allow older adults who want to stay young to identify themselves with youth by purchasing the products.

No gender or ethnic differences emerged in terms of cognitive age. Hence there is no need to portray different youth ages across genders or ethnic groups when designing advertisements. Nevertheless, marketing and advertising practitioners should ensure they conduct in-depth consumer research to uncover the underlying reasons for this situation. It may be, for example, that a levelling effect occurs. So while older males and older females do not differ in their youth-age perceptions, the underlying reasons for this may differ considerably. More research is needed in order to better understand this phenomenon in order to tap into its potential as a key to better serving this important market. At the current time, however the important implication of this research is that on average, irrespective of gender or ethnicity, people with young youth ages are more positive towards advertisements that depict older adults in as youthful.

### **6.3.2 IMPLICATIONS FOR POLICY**

#### **6.3.2.1 Implications for the Use of Older Models**

A major implication of this research is the finding that, contrary to most other countries, Malaysian advertisers do include a proportionate number of older adults. Clearly, this is something that policymakers could acknowledge and build upon when considering the use of older models in advertising, and is something that can be used as an exemplar for other countries. Additionally, the finding that when older adults are used they are portrayed in a positive way is again something that needs to be continued and encouraged.

It is recommended that the Malaysian Advertising Standard Advisory (MASA) produces a code of practice to ensure that all advertisers adhere to these standards in the future, ensuring that inappropriate roles are avoided. On top of that, it would be wise for the MASA to add guidelines on the types of products and services that are suitable to be endorsed by older adults in advertisements which are not only catered to older consumers. MASA can also advise advertisers to include at least one older adult in advertisements to

make sure they are not neglected in advertisements and educate advertisers as to the importance of this for society as a whole.

Next, it would be good if the body of advertising in Malaysia (MASA), together with the Malaysian government, facilitated advertisers and advertising agencies to examine the role that advertisers play in forming cultural values and beliefs. The government and regulatory body for advertising in Malaysia should make sure that advertisers understand that the way older adults are portrayed may affect their attitudes towards older adults and ageing. Therefore, the way older adults are represented in the media should be controlled, where only positive portrayals are shown to the public. Ensuring people to develop positive attitudes about their own ageing is a continuous and essential task. Therefore, maintaining the positive representation of older adults and educating advertisers on the way they should portray older adults in advertisements are positive steps that can be taken by the Malaysian government. This is particularly important not only for older adults' but also younger people's attitudes towards older adults in advertising. Maintaining a positive portrayal is not only important to older adults but also younger people to ensure that the respect of older people is maintained. This study proves that younger and older adults prefer advertisements that portray older adults in positive ways. The MCMC (Malaysian Communications and Multimedia Commission) can ensure that all advertisements appearing on TV and in magazines follow the guidelines stated by the MASA.

#### **6.3.2.2 Implications for Advertising Design and Execution**

This study has shown that there are differences between younger and older consumers in terms of the ways in which advertising is used to make decisions. Older adults in Malaysia are relatively dependent on advertisements for information to guide product purchase choice. Therefore, the MASA and MCMC should be able to understand the importance of advertisements to older adults. Both MASA and MCMC can ensure to have fair

representation of older adults in advertising because it may lead to positive age identities among older adults (Harwood, 1999) and help to influence and shape attitudes (Swayne & Greco, 1987). This may influence older adults towards the products advertised by older models or even trust on the brand that is advertised. Therefore, MASA can ensure that advertisers will design the advertisements appropriately by portraying older adults in a proper way. MASA and Malaysian government should ensure that any advertisements that designed by advertisers should inclined towards older adults' needs and benefit to older adults. Malaysian government can take in charge of which advertisements that appropriate for older adults and disallow any misleading or inappropriate portrayals of older adults in advertisements to be shown to public. Malaysian government can also ensure that those advertisements do help older adults making product choices and brand preferences.

Because older adults view advertisements to gather information to buy the right products, the way advertisements are presented in terms of older adults' portrayal and information is rather important because this may affect older adults emotionally. Thus, the MCMC should ensure that all content in advertisements are correct and useful to older adults and allow only ads that follow the guidelines given by MASA and Malaysian government especially in terms of the portrayal and roles of older adults in advertisements. MCMC should filter all kinds of ads before it can be viewed by the public.

### **6.3.2.3 Ethnicity Consideration**

Under MASA, the rules related to ethnicity are already stated. However, these rules only state that any types of advertisements that include ethnicity must show unity and harmonisation among all ethnicities and cultural diversity between different ethnicities in Malaysia. None of the rules or regulations touches upon the representation of older adults for all ethnicities. MASA can add on to the existing rules of the representation of older adults.

The findings have shown that Malays are underrepresented in advertisements, although they are the largest ethnic group in Malaysia. MASA can use this finding to ensure that there is a balance among different ethnicities presented in advertisements to avoid crises. Crisis may occur when Malays feel unsatisfied that they are not properly represented compared to other ethnicities. This may lead to boycotting products and less unity among different ethnicities. Although this study has shown that there are no different attitudes towards different advertisements at the current time MASA and

MCMC should not ignore the fact that Malays are the majority. It is important to have balance based on the population at hand. Therefore, both MASA and MCMC should ensure that advertisements do not underrepresent any ethnicity in Malaysia. This study can be used as a guideline for MASA and MCMC to add on to the rules and regulations of advertising that they already have.

#### **6.3.2.4 Gender Considerations**

In terms of gender discrimination, MASA and Malaysian government are the best bodies to stop any discrimination. The underrepresentation of older females still exists in Malaysia, and it seems as though nothing has been done, as there has been no effort to increase the number of older females in advertisements since the study of Ong and Chang (2009) that found the underrepresentation of older females. Thus, it is time for public policy guidelines on the media to ensure such discrimination does not occur in Malaysia.

This study can also be used as guidance for MASA and Malaysian government to impose rules and regulations to avoid any sexism in advertising that may affect the attitudes of female consumers. This study has found that older males are given a great deal of preference over older females in terms of the roles they are given, and MASA and MCMC can take charge by suggesting that there should be a certain percentage of older females



in advertisements and holding major roles. These rules should be imposed to all advertisers so that sexism can be avoided.

The Malaysian government should encourage both older males and females to endorse products and services that are useful for older consumers, in particular. This can lead to better investment, and more products will be introduced for the usage of older consumers. Since there are no gender differences in the attitudes towards advertising regarding the older models found in this study, MASA and MCMC should ensure that all positive portrayals are maintained for both older males and females on TV and in magazines.

MASA and MCMC should also ensure that older females will not be portrayed in stereotypical ways (i.e. no gender differences in terms of numbers, roles and portrayals of older models in Malaysian advertising). This is because time has changed and many older women are well educated with successful careers. To portray them mostly in residential and inactive are not suitable anymore. MASA and MCMC should play an important roles to control advertisers from making older women being portrayed stereotypical ways by suggesting or provide guidelines to advertisers what are the appropriate way to portray older females in advertisements (e.g. older females should also be portrayed in business and outdoor setting to show they are also as active as older males).

#### **6.3.2.5 Implications of Age Perceptions**

The MCMC have undertaken a comprehensive analysis of TV advertising, specifically, and other types of advertisements, including print, to determine the advertisements that Malaysians are exposed to today. However, the analysis was general and did not look at the portrayals of older adults. Therefore, the MCMC should now take initiative to conduct analysis of older adults in advertising, in particular how people are exposed to older models and the ways in which these models are being portrayed.

This study also found that older adults in Malaysia prefer to look young regardless of their gender and ethnicity. Therefore, MASA should provide guidelines on how older adults can be portrayed in advertisements in terms of the way they look without misleading the viewers. This can be a good way to avoid any negative perceptions towards older adults among young people. With proper guidelines and rules from MASA, advertisers can be deterred from freely portraying older adults.

#### **6.4 IMPLICATIONS FOR THEORY**

The study strengthens and contributes to theoretical perspectives on successful ageing. First, Continuity theory is applicable for older Malaysians where most of them are behaving in a way they have always behaved; and many of them are keen to look and behave younger than their actual age. The youth bias of 14 years that emerged from this study shows that many older Malaysians feel much younger than their actual age. This may influence their purchase behaviour. The findings have shown that older adults feel much younger than their actual age and advertisers need to portray older adults in the way they perceived themselves. Information provided by media are important since older adults are depending on advertisements for information. This will enable older adults to continue with their daily routine, have information on new products or brand that relates to older adults or being useful for them. Hence, findings therefore lend a new dimension of support for this key gerontological theory.

The study expands Activity theory, too, which is another important gerontological notion. The study has found that those older adults who spend less time watching television are those who are active and have a younger self- perceived age. Those who have younger self-perceived age are usually remain active. Older adults that perceived themselves as young prefer positive portrayals. Therefore, advertisers need to portray positive images because those who have younger self-perceived age prefer ads with positive and stereotype portrayal. Portrayals such as active, happy, adventurous reflect and represent

them as young and healthy. Despite the fact that activity theory is old (Havinghurst, 1968) the study lends support for its relevance and applicability to today's older generation

## **6.5 IMPLICATIONS FOR METHODOLOGICAL APPROACH**

The author used quantitative methods for this study. Both content analysis and questionnaires worked well for this study. Questionnaire style methodology does work well with older adults although there are some limitations. The benefits of using a questionnaire for older adults is that the author was able to get the desired number of responses and it was fully answered both by the younger and older respondents. The author personally explained to the respondents if they needed any clarifications on the questionnaire. Furthermore, the designing of the questionnaire was made simple for older adults to answer and the author was able to get prompt answers from the respondents. It also works well for younger adults because it was a straightforward process. Older respondents appear to feel comfortable during the session because it took them less time compared to interview style approach.

The limitation of using a questionnaire survey is that author needed to get sufficient number of questionnaires and it was challenging to gather older respondents for the study because not all older adults are willing to participate in the study. Apart from that, there were still some small parts left unanswered. This was either because the respondents overlooked certain questions, or they did not know how to answer without asking the author who was there during the survey was taken place. Some of the older respondents encountered some significant problems such as unable to read the questions due to poor eyesight when tried to answer the questionnaire without the aid of an interviewer. The questionnaire was designed for self-completion but a few older respondents had assistance either the author herself or other people (i.e. relative or friend) to help them to complete the questionnaire. Some respondents were confused on the purpose of each

sections although instructions for each sections were provided. Therefore, the present of the author during the survey was really helped to overcome this problem because she was able to answer any inquiries.

Some respondents suggested that having a similar set of advertisements for all sections instead of having three different sets of advertisements would be beneficial. It can be considered in future research but the main reason for having three different sets for this study was because there were three different sections with different purposes in the questionnaire. In future perhaps better advertisements in terms of clear indication of positive, positive stereotype and negative depiction can be found. Apart from that, in future it is worth considering to have an interviews to collect data especially for older respondents on top of having questionnaires.

The content analysis also very useful to be used in studying the portrayal of older adults in advertisements. It allows the author to compare and contrast with previous studies and the author also able to duplicate previous advertising studies that used content analysis. Content analysis also enable the author to make comparison of different media. For this thesis, the author was comparing the use of older models in both TV and print advertisements. Having an experience coders were also helped in making the methodology rigorous and valid.

However, it will be useful for other researchers to apply mixed methods of quantitative and qualitative if they plan to study on older adults in advertising. This method may complement each other where it will give more in depth results and analysis. Using interview proxies may also help and it is usually useful. An interview proxy means another person that is able to help the respondents to answer the questionnaire. It can be relatives, friends or other people that are willing to help in the survey. They can either help older respondents to read the questions and answers, to tick the box or answer the questionnaire. It is useful to use proxy because it helped to ease and to speed up the process of answering the questionnaire. Quinn (2010) claims that incorporating provision

for proxy respondents in survey especially to those with health problems will be a good help in answering questionnaire.

Also, using qualitative content analysis, researcher may able to get better understanding on the portrayal of older adults in advertising especially in analysing the sociological meanings of portrayals. However, for this study, the author was interested in representation of older models, hence she used a quantitative methodology. A qualitative content analysis of older models in Malaysian advertising would be a useful to knowledge for future researchers.

## **6.6 IMPLICATIONS FOR FURTHER RESEARCH**

Although this study is the first to evaluate the portrayal of older adults in both TV and magazine advertisements in Malaysia, there is still room for further research in this area. Most of the studies related to older adults in Malaysia are about gerontology rather than marketing and advertising. Thus, researchers need to know the importance of older adult's portrayal in advertisements since it is proven that older adults in Malaysia depend on advertisements as their source of information for making purchase decisions. It is also important to research in this area to maintain younger people's positive attitudes towards older adults.

From this study, it can be seen that most advertisements in Malaysia portray older adults in positive ways. This finding has also shown that both young and older adults prefer advertisements that portray older models in positive ways. Further research should be done to address the use of positive stereotypes and how it affects the self-esteem and perceptions of younger and older adults. Of course, research needs to be conducted into the ways in which advertising persuades and impacts attitudes towards products and services as well. At the moment, this study has only shown that both young and older adults do prefer positive portrayals, and as such acts as a solid foundation on which future research can build. Such future research should include investigations into how useful positive portrayals of older adults are to society and to business and consumers. Levy

(2003) claims that people will adopt positive age stereotypes if they are exposed to positive portrayals. This may lead to increase in their positive perception on ageing and lower the negative perception of ageing, as well as have a knock-on benefit for brands. Therefore, by understanding the benefits and the effectiveness of having positive portrayals and the downside of having negative portrayals it will be useful to better understand the wider implication of older adults in advertising. These issues should also add to theoretical perspectives pertaining to stereotyping, role theory, labelling theory and the social breakdown syndrome.

The current study notwithstanding, Malaysia still lags behind other countries and cultures in terms of research on older adults in advertising. There is far more known about advertising to older adults in the US (Harwood & Anderson, 2001; Roy & Harwood, 1997), UK (Sudbury-Riley et al., 2015; Ylänne et al., 2010) and Japan (Prieler et al., 2012; Kohlbacher et al., 2011), for example. Therefore, a lot of studies and research are still needed. There are many areas that can be tapped into for older adults in advertising because this study suggests that advertising and marketing practitioners have little knowledge on older adults in Malaysia. Most advertisers seem more comfortable using older celebrities. Therefore, a better understanding of the perceptions and consequences of older adults' portrayal in Malaysian advertisements is needed, and research into slice of life depictions would indicate if images of ordinary consumers are as impactful as celebrities. Images and stereotypes of older adults give important impact to society and the way people view and treat older adults (Thimm, 2009). Therefore, it is essential to further investigate, recognize and analyse older adults in advertisements. On top of that, a comparison study with younger age groups should be done. This study has adopted quantitative methods. Qualitative inquiries may yield more in-depth understanding to help advertisers better utilise older models.

More research is needed to critically evaluate the portrayal of older women in Malaysian advertising. The results of this study that clearly demonstrate that older females are still severely underrepresented, are not given major roles, and are restricted to mainly domestic products needs further evaluation in terms of the attitudes and perceptions of

such portrayals. The underlying reasons for this situation need to be explored among advertising practitioners, while attitudes and purchase intentions of different gender portrayals needs further investigation, because while this thesis makes an important contribution to understanding gender use, this study is limited to the representation, roles and cognitive age. Further research may be worthwhile to find out the reasons as to why sexism in ageing still exists in Malaysia and why mostly older female celebrities hold major roles instead of other older female non-celebrities. At the moment, this thesis only found that sexism still exists in Malaysia. There is support for the double standard of ageing theory, and this research has made a contribution that gives modern empirical support to that theory. More research needs to be done on different gender preferences and attitudes, in order to better understand the implications of gender use in advertising. Further understanding is important since it may help not only advertisers and marketers but also the Malaysian government to ensure that there is a balance between genders in advertisements.

The study of cognitive age among older Malaysians is rather new, with only one previous study (Ong et al., 2009). Again, then, Malaysia lags behind other countries in this field, with far more research into this crucial concept having been conducted in other countries (Barak et al., 2011; Kolhbach et al., 2011; Sudbury-Riley et al., 2015;) Thus, further study in this area would be valuable, particularly a cross-cultural study between Malaysia and other countries. Comparisons of Malaysian and other Eastern countries as well as comparisons with Western cultures would make valuable contributions to knowledge. This data would not only be useful to marketers in Malaysia but also to businesses that are planning to penetrate the Malaysian market. Further investigation can be done on different appeals of advertisements that suits older adults based on their cognitive ages. A more intensive study on cognitive age in Malaysia would help not only in understanding advertising and marketing but also consumer behaviour.

The same can recommended for studies of ethnic portrayals because while this study found no differences in ethnic attitudes, a richer understanding of this topic, given the

multicultural make-up of Malaysia, would make an interesting and timely piece of research. Very few previous studies have been conducted into different ethnic groups within the same country. Malaysia is well placed to focus on such a study and could provide deep insights into ethnic differences in order to better understand these different groups of Malaysian culture.

In addition, other research can be carried out on different segmentation for older adults since they are not homogeneous. Extension or further research of segmentation of media usage such as the detail of each segment of the media users will be valuable for advertisers and marketers to target older adults differently and effectively (e.g. how they prefer older models to be portrayed in ads, do portrayal matters if they are High Media Users, Medium and Low media users, and how older models help them in buying decisions). All information related to older adults is definitely useful not only for businesses and marketing purposes but also for the Malaysian government because the older consumer market is growing. It is worth giving attention to this market because older adults can be one of the most important target consumers for products and services. Thus, it may help to boost the Malaysian economy.

Given the finding of this research that older adults are more likely to use advertising to inform their product choices, a great deal more research is needed to investigate the effectiveness of different advertising design, which has the potential to add to growing knowledge for the use of socio-emotional selectivity theory (Sudbury-Riley & Edgar, in press).

## **6.7 LIMITATIONS AND RECOMMENDATIONS**

### **Questionnaire Survey**

The researcher faced challenges in finding respondents for the study. To overcome this challenge, the researcher chose to distribute the questionnaire personally using snowball and judgement sampling. The researcher used snowball sampling by getting several key



respondents (for example friends and family members) to help the researcher to find other respondents that are members of the older cohort. Conversely for judgement sampling, the researcher judged through obvious characteristics such as age, gender and ethnicity (i.e. Malays, Chinese, Indians or others). The author approached all the respondents personally to ensure she received 600 respondents for this study. It was time consuming. Nevertheless, the author felt a sense of satisfaction in ensuring that the respondents understood the questionnaire. All respondents answered the questionnaire while in the presence of the researcher; this was to ensure that should the respondent need clarification, the researcher was at hand. Although bias may be created due to the presence of the author (Quinn, 2010), the questions were not very personal and on balance it was advantageous because the author was on hand to help, and this help was given mainly to older respondents, usually because they did not understand the purpose of the study.

Some of the respondents needed assistance and the author helped to read the questions and ticked the answers for them. This is another way to ensure older respondents understand the questions and able to answer them. Moreover, delivery by hand is much more effective compared to other methods (Stover & Stone, 1974). Authors will get better response rate and able to minimise missing data. On top of that, the author had given attention to questions complexity and wording throughout the survey design process. The author had designed a simple and easy to understand questionnaire for both younger and older respondents. Some of the older respondents may not be willing to spend more time for answering the questionnaire due to health issues. Therefore, for those who were unable to complete the questionnaire or prefer to be continued, flexible follow-up scheduled were needed. The author did the follow up where she came more than once to see them in order to ensure that all questions were answered and returned.

Comparatively it was an easier process to seek 200 respondents of the younger adults' cohorts, compared to older adults. The same process of distributing and collecting the questionnaire was applied to the two cohorts of respondents.

During the survey of this study, some issues occurred. For example, some older respondents claimed that could not read the font, some said the questionnaire was too long and time consuming and some of them preferred to be interviewed rather than answering the questionnaire. Due to these difficulties especially gathering data among older adults, certain consideration needs to be given to survey design and administration that are to be administered to older adults. Authors can use large font sizes to ease older adults in answering and understanding the questions. Apart from that, online surveys can be other options although not all older adults literately know how to use computers. It may also save time. The author did explain that little could be done regarding the length of questionnaire because all questions in the questionnaire are important for the study purposes.

Other options that could be considered by future researchers can be in person interview session especially for older adults with eyesight or hearing problems by incorporating provisions for proxy (i.e. family, relatives or friends) respondents to those with health problem. It is important to ensure that respondents are informed much earlier to be involved in any surveys especially older adults. This is because to avoid any disappointment due to unwillingness to participate due to health reason, changes in the daily schedule or routine (because most of them retirees) or they have other commitment.

### **Content Analysis**

There are a few issues occurred for content analysis. Television commercials were content analysed for three major broadcast networks: TV3, TV8 and TV9. Since it was difficult for the author to record for all three channels at the same time, therefore, the author recorded each channel separately for two weeks. Some of the challenges that the author faced was certain advertisements were not fully recorded because the spaced was full and she has to ensure that the recording was smooth and no disturbance. Some of the advertisements and the sounds were not clear as well. She has recorded all the advertisements during prime time which was 8pm till 12 midnight. All advertisements were recorded and advertisements which include human were analysed. In order to overcome these problems, it will be best to use good quality digital recorder and enough

spaces to ensure the advertisement were fully recorded. It will also good to record the advertisements in a quiet room. Of course, digital recordings will eliminate this issue.

As for the magazines, one of the challenges was the selection of issues and dates of the magazines. Some of the issues were not easily can be found and because of the selection of the magazines were based on the top 10 lists, some of the magazines have lack of advertisements that contained human particularly older adults. As mentioned earlier, there was no magazines that focus on older adults. Fortunately for the author, she managed to find all related issues from the national library. However, some part of the magazines which include the advertisements were torn off. One way to overcome this problem perhaps the researcher can get the copies from publisher if needed, or to purchase new copies when they become available

#### **Alternative Ways of Collecting Attitudinal Data**

Apart from questionnaire, it would have been useful to do interviews or focus groups to gather attitudinal data and perceptions of the three sets of ads. A qualitative study should be done in the future to ensure that deep and rich data is gathered in relation to perceptions and attitudes towards different depiction of older adults in advertising.

## **6.8 SUMMARY AND CONCLUSIONS**

This thesis has shown that, although older adults are an important market in Malaysia worth investigating, little empirical research has been done pertaining to this group, especially in the area of advertising and marketing. However, in contrast to the West, which has a rather well established body of research in this area, Malaysia is still behind. On this basis, research was conducted to advance the knowledge pertaining to older Malaysian adult representation in advertisements.

Appropriate ageing theories and concepts were integrated in the literature review in order to have a more in-depth understanding. The literature review has synthesised and

analysed research findings pertaining to older adults in both TV and print advertising and identified important areas that had previously been neglected. A total of 18 propositions were developed and tested.

Chapter 3 justified both the methodology choices and research methods that addressed the research propositions.

Chapter 4 presented results and analyses after content was analysed for 2,230 TV advertisements and 2,687 print advertisements, and Chapter 5 presented results and analyses for questionnaire design after profiling all 600 respondents. Both chapters analysed all 18 propositions, and results were presented.

Chapter 6, which is the last chapter, then discussed the results in relation to previous studies. Also, the contribution to knowledge and further research were presented. Thus, this thesis has met its original aims and objectives.

Obviously, Malaysian advertising is progressing by increasing the number of older adults in advertisements and changing how older adults are represented. Indeed, seniors are portrayed as active, happy, light-hearted and physically strong in an assortment of settings, including outdoors and business scenarios, and are deemed suitable to be featured in ads for a wide range of products and services. The latter point is particularly noteworthy, as for decades, it was found that older models were only utilised to advertise particular products, such as medicines, vitamins and mobility products (Francher, 1973; Simcock & Sudbury, 2006).

Advertisers should also increase the number of older celebrities for ads in Malaysia not only to target older consumers but also young consumers. Using older celebrities will indirectly portray a good image of older adults because celebrities are mostly attractive, even though they are old.

Although most Malaysian ads portray older adults in a positive light, it would be better if advertisers portrayed older females as strong and active as well rather than motherly and competent at all times. This is because, compared to former generations, senior women now have a higher education, higher positions in organisations and are involved

in active and adventurous activities. Therefore, portraying older females in certain stereotypical ways may not be as applicable and relevant for the current situation.

Although there is no study that has identified segments of older adults in Malaysia or used existing segmentations to understand media consumption or advertising responsiveness, the findings of this study have contributed to the knowledge of media consumptions in Malaysia among older adults.

These findings are important for four major reasons. First, advertising is an important socialisation agent (Pollay, 1986). The ways in which older adults are depicted in advertising can impact the attitudes of other age groups toward the elderly. Older adults in Malaysian advertising are portrayed as active, happy and are shown in a variety of settings, so the message sent to the rest of society is that older adults are not passive, miserable and only fit for limited activities. In turn, these attitudes can impact the ways in which older adults are treated in society. Second, positive portrayals should have an optimistic impact on the self-esteem of older adults, themselves (Robinson et al., 2008). Indeed, just as Social Breakdown Syndrome (Kuypers & Bengston, 1973) and the Labelling theory (Rodin & Langer, 1980) suggest that negative portrayals can result in the internalisation of negative traits, such as inactivity and loneliness, so too should positive portrayals have a constructive impact on the belief systems of older adults, reinforcing the fact that even aged people can lead happy, productive and active lives. Third, positive portrayals should have a beneficial impact on the developmental trajectory of individuals (Williams, Wadleigh & Ylänne, 2010). Ultimately, then, positive advertising portrayals should make the process of growing older less daunting for many middle-aged people. Last, the attitudes of older consumers towards advertising, with consideration to both chronological and self-perceived age, helped establish that older Malaysians are not a homogeneous group with different media usage and attitudes towards advertisements.

Thirty years ago, the first Baby Boomers were set to enter what was then called the “Grey Market”, a term first coined by Gelb (1978). At that time, there was an abundance of articles – many of them little more than journalistic – which stressed the importance of

older consumers in demographic and economic terms (Barr, 1994; Elliott, 1995; Kreitzman, 1994) and warned companies that they must do more to target this potentially lucrative segment (Aldersey-Williams, 1993; Banks, 1990; Flanagan, 1994; Fry, 1992; Nichololson-Lord, 1995; Philp, Haynes and Helms, 1992; Peters, 1994; Whetton, 1990). What was lacking at that time, however, was a serious and empirically-based body of knowledge that aided managers in better understanding the motivations, attitudes and preferences of these older adults. Academic research has made massive strides in the last three decades, and while there are still large areas of senior consumer behaviour that need to be investigated, there is nevertheless a growing body of empirical literature that guides marketing practice. The study conducted here is the first to tentatively suggest that business is finally listening.

In recent years, the youngest Baby Boomers entered the Senior Market. The results of the study presented here have shown that, finally, seniors are being included in advertising, and that major strides have been made in terms of the inclusion of older women, though there is still much to be done in this area. This study also ascertained attitudes towards these advertisements in order to discover whether or not seniors, themselves, can relate to the ways in which they are depicted, and whether or not younger audiences are alienated by them. For now, however, advertisers have, at last, begun to take note of the demographic time bomb that is global population ageing.



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## **APPENDIX A**

### **FINAL QUESTIONNAIRE**

The purpose of this study is to analyse Malaysian advertising. This questionnaire is designed to obtain information for the purpose of the author's PhD research. All the information given or any personal details **will be strictly confidential** and will be use for academic and not commercial purposes.

There are no right or wrong answers, we just want to know how you feel

**Please tick(/) one box for each statement.**

6.9	6.10 Your Media Use					
		Strongly	Agree	Uncertain	Disagree	Strongly
1	I watch television and read magazines to kill time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	I watch television and read magazines to not to feel bored.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	I watch television and read magazines to forget about any problems.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	I watch television and read magazines to check out what's going on around me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	I watch television and read magazines to advance my intellectual growth.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	I watch television and read magazines to find out what's going on in my country.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	I watch television and read magazines to check on the advertisements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	To make sure I buy the right product or brand, I often look at advertisements to see what others are buying and using.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	If I have little experience with a product, I often check with advertisements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	I often consult advertisements to help choose the best alternative available from a product class.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	I often gather information from advertisements about products before I buy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	How You Spend Your Time
12	<p>How long do you spend watching television on an average weekday?</p> <p>Less than 1 hour <input type="checkbox"/>      1-3 hours <input type="checkbox"/>      4-5 hours <input type="checkbox"/>      more than 5 hours <input type="checkbox"/></p>
13	<p>How long do you spend watching television in an average weekend?</p> <p>Less than 1 hour <input type="checkbox"/>      1-3 hours <input type="checkbox"/>      4-5 hours <input type="checkbox"/>      more than 5 hours <input type="checkbox"/></p>
14	<p>About how many magazines do you read in an average month?</p> <p>None <input type="checkbox"/>      1-2 <input type="checkbox"/>      3-4 <input type="checkbox"/>      5 or more <input type="checkbox"/></p>
15	<p>About how many books have you read in the past 3 months or so?</p> <p>None <input type="checkbox"/>      1-2 <input type="checkbox"/>      3-4 <input type="checkbox"/>      5 or more <input type="checkbox"/></p>
16	<p>About how many times have you used the internet in the last 3 months or so?</p> <p>None <input type="checkbox"/>      1-2 <input type="checkbox"/>      3-4 <input type="checkbox"/>      5 or more <input type="checkbox"/></p>
17	<p>How long will you usually use media to look for advertisements and information?</p> <p>Never <input type="checkbox"/>      2 hours or less <input type="checkbox"/>      3-5 hours <input type="checkbox"/>      More than 5 hours <input type="checkbox"/></p>



Your Feeling Towards Advertisements						
		Strongly	Agree	Uncertain	Disagree	Strongly
18	Most advertisements are fun to watch and enjoyable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19	Advertisements help people buy things that are best for them.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20	Most advertisements tell the truth.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21	When I see or hear something new advertised, I often want to buy it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22	Most advertising provide consumers with essential information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23	I enjoy most advertisements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24	Advertisements provide useful information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25	Advertisements are interesting to watch and to look at.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26	Advertisements on television and magazines are credible.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27	Advertisements on television and magazines are trustworthy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28	Advertisements on television and magazines are believable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29	Advertising information helps me make decisions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30	I use advertisements to make decisions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Most people seem to have other 'ages' besides their official or 'date of birth' age. The questions that follow have been developed to find out about your 'unofficial age. Please specify which age decade you **FEEL** you really belong to

		teens	20s	30s	40s	50s	60s	70s	80s
31	I FEEL as though I am in my...	—	—	—	—	—	—	—	—
32	I LOOK as though I am in my...	—	—	—	—	—	—	—	—
33	I DO most things as though I were in my...	—	—	—	—	—	—	—	—
34	My INTERESTS are mostly those of a person in his/her...	—	—	—	—	—	—	—	—

## **SET 1 ADVERTISEMENTS**

Take a few moments to study the adverts A, B, C, from **SET 1** and then please give your feelings toward each advertisement in the table below:

			Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
35	The advertisement is very appealing to me.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36	I would probably skip the advertisement if I saw it in a magazine.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
37	The advertisement will is heart-warming advertisement.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
38	The advertisement makes me want to buy the brand it features.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
39	The advertisement has little interest for me.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
40	I dislike this type of advertisement.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
41	The advertisement makes me feel good.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
42	This is a wonderful advertisement.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
43	This is the kind of advertisement you forget easily.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
44	This is a fascinating advertisement.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
45	I am tired of this kind of advertising.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
46	The advertisement leaves me cold.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please tell the author how you feel **about the people in the advertisements** below. (Refer to SET 1 advertisements)

			Extremely Strong	Very Strong	Strong	Somewhat Strong	Uncertain	Somewhat Weak	Weak	Very Weak	Extremely Weak
47	Appealing	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
48	Attractive	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
49	Comforting	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
50	Colourful	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
51	Convincing	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

52	<b>Exciting</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
53	<b>Easy to remember</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
54	<b>Easy to understand</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
55	<b>Fascinating</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
56	<b>Gentle</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
57	<b>Fresh</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
58	<b>In good taste</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
59	<b>Interesting</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
60	<b>Important to me</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>Lively</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

61		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			Extremely Strong	Very Strong	Strong	Somewhat Strong	Uncertain	Somewhat Weak	Weak	Very Weak	Extremely Weak
62	Meaningful	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
63	New	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
64	Pleasant	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
65	Simple	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
66	Sharp	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
67	Worth looking at	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
68	Worth remembering	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Take a few moments to study the adverts A, B, C, from **Set 2** and then please give **your reactions** to the **models in the advertisements**, **not** how you would describe it in the table below:

			Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
69	Active	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
70	Adventurous	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
71	Alive	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
72	Amused	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
73	Attentive	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
74	Attractive	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
75	Angry	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
76	Annoyed	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
77	Affectionate	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
78	Bad	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
79	Bored	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
80	Calm	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
81	Concerned	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
82	Carefree	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(continued)

			Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
83	Cheerful	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
84	Confident	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



85	<b>Depressed</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
86	<b>Disgusted</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
87	<b>Dull</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
88	<b>Emotional</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
89	<b>Energetic</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
90	<b>Irritated</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
91	<b>Kind</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
92	<b>Lonely</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
93	<b>Peaceful</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
94	<b>Sad</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

95	<b>Sentimental</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
96	<b>Touched</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
97	<b>Warm-hearted</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Study all the adverts A, B, and C from **SET 3** and please give your feelings on how you perceived older people in those advertisements.

			<b>Strongly Agree</b>	<b>Agree</b>	<b>Uncertain</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
98	<b>Attractive</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
99	<b>Unattractive</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
100	<b>Beautiful</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
101	<b>Ugly</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
102	<b>Classy</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
103	<b>Not Classy</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
104	<b>Dependable</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
105	<b>Undependable</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

			Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
106	<b>Elegant</b>	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
107	<b>Plain</b>	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
108	<b>Experienced</b>	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
109	<b>Inexperienced</b>	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
110	<b>Honest</b>	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
111	<b>Dishonest</b>	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
112	<b>Knowledgeable</b>	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
113	<b>Unknowledgeable</b>	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
114	<b>Reliable</b>	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
115	<b>Unreliable</b>	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
116	Sexy	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
117	Not sexy	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
118	Sincere	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
119	Insincere	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

			Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
120	Skilled	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
121	Unskilled	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
122	Strong	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
123	Weak	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
124	Trustworthy	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
125	<b>Untrustworthy</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>And Finally</b>	
126. <b>Are you:</b>	Male <input type="checkbox"/> Female <input type="checkbox"/>
127. <b>How old are you?</b>	_____ years
128. <b>Are you:</b>	Malay <input type="checkbox"/> Chinese <input type="checkbox"/> Indian <input type="checkbox"/> Others <input type="checkbox"/> (please specify) _____
129. <b>Are you:</b>	Married <input type="checkbox"/> Single (Never married) <input type="checkbox"/> Divorced/ Separated <input type="checkbox"/> Widowed <input type="checkbox"/>
130. <b>If you are not currently married, do you have partner?</b>	Yes <input type="checkbox"/> No <input type="checkbox"/>
131. <b>Are you:</b>	Working <input type="checkbox"/> Housewife <input type="checkbox"/> Retired <input type="checkbox"/> Unemployed <input type="checkbox"/>
132. <b>If retired: How long ago did you retire?</b>	_____
133. <b>Was your retirement voluntary?</b>	Yes <input type="checkbox"/> No <input type="checkbox"/>
134. <b>Income (per week)</b>	Less than RM100 <input type="checkbox"/> RM100-RM200 <input type="checkbox"/> RM200-RM300 <input type="checkbox"/> RM300-RM400 <input type="checkbox"/> RM400-RM500 <input type="checkbox"/>
	RM500 and above <input type="checkbox"/>


**THANK YOU FOR YOUR TIME☺**

## **APPENDIX B**

### **TYPES OF ADVERTISEMENTS**

## SET 1 ADVERTISEMENTS

### ADVERTISEMENT A



**MEMORY**

**Digital technology close to you.**

**LG FLATRON Monitor**  
The perfectly flat monitor,  
inside and out, eye strain  
free, distortion free.

**LG FLATRON LCD Monitor**  
The first class of its kind.  
Real eye pleaser,  
ergonomic design and  
natural image.

Everyone finds their own key to unlock life's secrets and discover the world. Everybody experiences the world in their own way, using all their senses. And for us, every individual represents a challenge to reflect on products that can make life richer and more rewarding. To us, this is the very essence of digital technology. We would like you to enjoy your life in your own special way, and hope that you will greet us with a smile. [www.lge.com](http://www.lge.com)

**LG**  
Digitally yours



## ADVERTISEMENT B

The advertisement is split into two main visual sections. On the left, an elderly man with thinning hair is seated in a dark chair, leaning forward with his right arm resting on his knee. He is wearing a light blue button-down shirt and khaki trousers. Above him, the text 'PRIORITY Banking' is written in a serif font, with '优先理财' in Chinese characters below it. On the right, a large, detailed close-up of a human ear is shown, facing towards the left. The background is a dark, solid color.

PRIORITY Banking  
优先理财

怡享所成 我们是您的另一番倾听

了解更多, 请登录 [www.standardchartered.com.cn](http://www.standardchartered.com.cn) 咨询热线: 400 830 6388

Standard  
Chartered  
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## ADVERTISEMENT C



# What kind of man owns his own computer?

Rather revolutionary, the whole idea of owning your own computer? Not if you're a diplomat, printer, scientist, inventor... or a kite designer, too. Today there's Apple Computer. It's designed to be a *personal* computer. To un-complicate your life. And make you more effective.

**It's a wise man who owns an Apple.**

If your time means money, Apple can help you make more of it. In an age of specialists, the most successful specialists stay away from uncreative drudgery. That's where Apple comes in.

Apple is a real computer, right to the core. So just like big computers, it manages data, crunches numbers, keeps records, processes your information and prints reports. You concentrate on what you do best. And let Apple do the rest. Apple makes that easy with three programming languages—including Pascal—that let you be your own software expert.

**Apple, the computer worth not waiting for.**

Time waiting for access to your company's big main-frame is time wasted. What you need in your department—

on your desk—is a computer that answers only to you... Apple Computer. It's less expensive than timesharing. More dependable than distributed processing. Far more flexible than centralized EDP. And, at less than \$2500 (as shown), downright affordable.

**Visit your local computer store.**

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## SET 2 ADVERTISEMENTS

### ADVERTISEMENT A

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if you rise above them.



Perpetual Spirit.

Sir Edmund Hillary, first man to conquer Everest. Junko Tabei, first woman.  
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## ADVERTISEMENT B

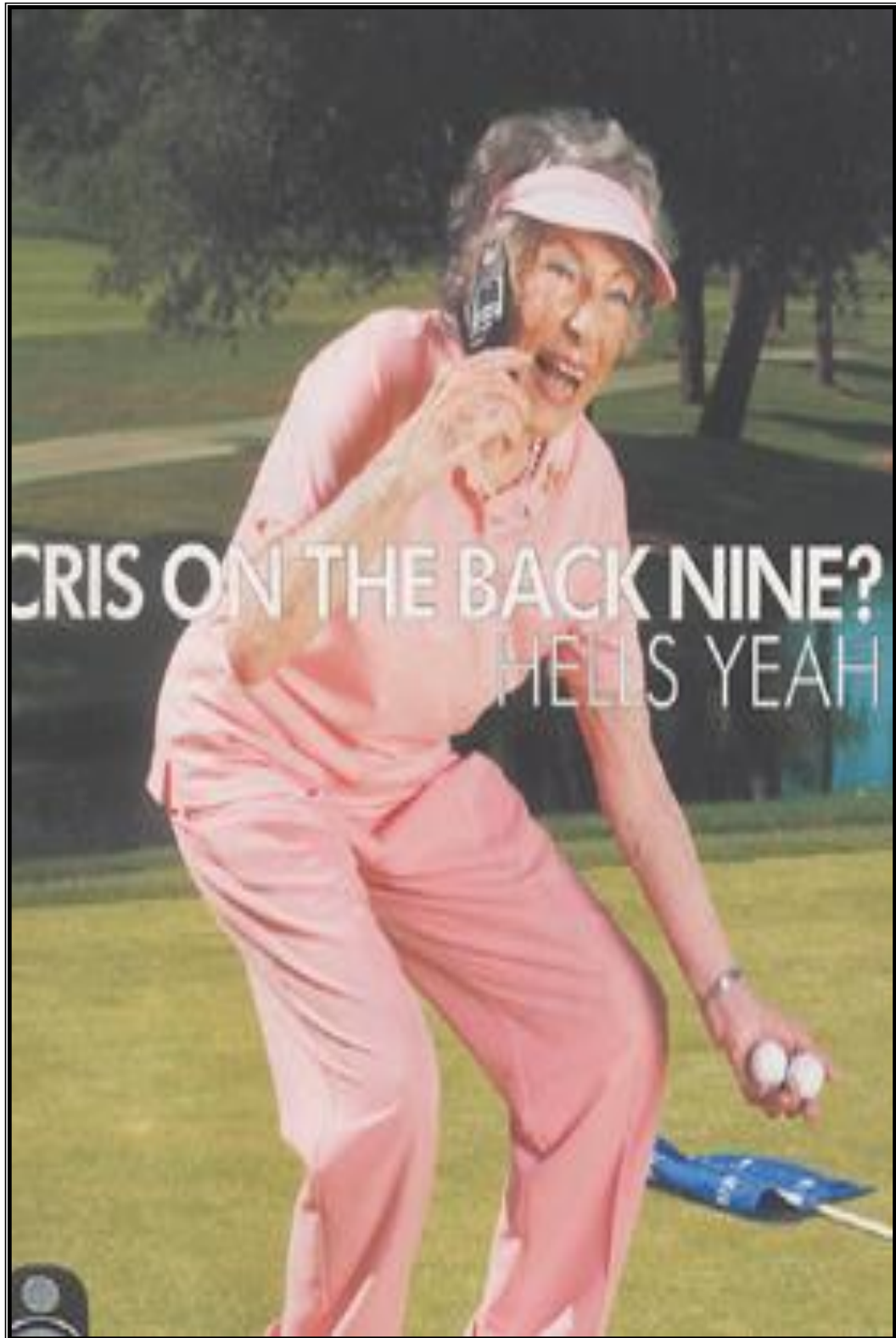
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Must dash,  
I've got a video-conference.

Technology is business in Asia. It is creating a new digital economy and changing the way people live their lives. In Yamada, a remote corner of Japan, it is not unusual for farmers to discuss fertilizers online or for grannies to hold video-conferences on radish pickling. Every week Asiaweek explores how business shapes the lives of people living in Asia.

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## SET 3 ADVERTISEMENTS

### ADVERTISEMENT A

**TOSHIBA**

Toshiba recommends  
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**beyond freedom**

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**PORTÉGÉ M500 with exclusive EasyGuard technology. -You've never felt so secure.**  
Powered by Intel® Centrino® Duo Mobile Technology featuring Intel® Core™2 Duo Processor.


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inside™**



## ADVERTISEMENT B

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The Singapore Airlines Suites, exclusively available onboard the A380, provide a privileged few their very own haven of tranquility. In your own personal cabin, luxuriate in the largest ever seat, and the very first time, experience the pleasure of sleeping on a standalone bed, not one converted from another class.

First to Fly **A380**

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4-12-2007 4-12-2007

ADVERTISEMENT C



**Checked Shirt**  
In Store 3-6 Months

**SHOCK AND SOUL**  
VINTAGE CLOTHING

The advertisement features a photograph of an elderly man with glasses, wearing a brown fedora and a red and blue plaid shirt. He is seated at a dark, round table, holding a glass of beer. A wooden cane rests on the floor next to him. The background is a dimly lit room with a bookshelf and a colorful abstract painting. The text 'Checked Shirt' is prominently displayed in white, with 'In Store 3-6 Months' below it. The brand name 'SHOCK AND SOUL' and 'VINTAGE CLOTHING' are at the bottom.



## **APPENDIX C**

### **QUESTIONNAIRE MALAY VERSION**

Kajian ini bertujuan untuk menganalisis pengiklanan Malaysia. Soal selidik ini direka bentuk untuk mendapatkan maklumat bagi tujuan penyelidikan PhD penulis. Segala maklumat yang diberikan atau sebarang maklumat peribadi akan menjadi sulit dan akan digunakan untuk tujuan akademik dan tidak komersial. Terdapat tiada jawapan yang betul atau salah, kita hanya ingin mengetahui apa yang anda rasakan

***Sila tick(/) satu kotak setiap penyata.***

	Penggunaan Media					
		Sangat setuju	Setuju	Tidak Pasti	Tidak Setuju	Sangat tidak
1	Saya menonton televisyen dan membaca majalah untuk membunuh waktu.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Saya menonton televisyen dan membaca majalah untuk tidak berasa bosan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Saya menonton televisyen dan membaca majalah untuk melupakan apa-apa masalah.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Saya menonton televisyen dan membaca majalah untuk memeriksa apa yang berlaku di sekeliling saya.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Saya menonton televisyen dan membaca majalah untuk memajukan pertumbuhan intelektual saya	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Saya menonton televisyen dan membaca majalah untuk mengetahui apa yang sedang berlaku di negara saya.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	Saya menonton televisyen dan membaca majalah untuk menyemak iklan itu.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	Untuk memastikan saya membeli produk atau jenama, saya sering melihat iklan untuk melihat apa yang orang lain akan membeli dan menggunakan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	Jika saya mempunyai sedikit pengalaman dengan sesuatu produk, saya sering menyemak dengan iklan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	Saya selaluujuk iklan untuk membantu memilih alternatif terbaik yang tersedia dari kelas produk.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	Saya sering mengumpul maklumat dari iklan tentang produk sebelum saya membeli.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Bagaimana anda menghabiskan masa anda

12	Berapa lamakah anda menghabiskan masa menonton televisyen pada suatu hari minggu purata? <div style="display: flex; justify-content: space-between; padding: 5px 0;"> <span>Kurang daripada 1 jam <input type="checkbox"/></span> <span>1-3 jam <input type="checkbox"/></span> <span>4-5 jam <input type="checkbox"/></span> <span>melebihi 5 jam <input type="checkbox"/></span> </div>
13	Berapa lamakah anda menghabiskan masa menonton televisyen di hujung minggu dengan purata? <div style="display: flex; justify-content: space-between; padding: 5px 0;"> <span>Kurang daripada 1 jam <input type="checkbox"/></span> <span>1-3 jam <input type="checkbox"/></span> <span>4-5 jam <input type="checkbox"/></span> <span>melebihi 5 jam <input type="checkbox"/></span> </div>
14	Kira-kira berapa banyak majalah anda membaca di bulan purata? <div style="display: flex; justify-content: space-between; padding: 5px 0;"> <span>Tiada <input type="checkbox"/></span> <span>1-2 <input type="checkbox"/></span> <span>3-4 <input type="checkbox"/></span> <span>5 atau lebih <input type="checkbox"/></span> </div>
15	Tentang berapa banyak buku-buku telah anda membaca di dalam tempoh 3 bulan atau lebih? <div style="display: flex; justify-content: space-between; padding: 5px 0;"> <span>Tiada <input type="checkbox"/></span> <span>1-2 <input type="checkbox"/></span> <span>3-4 <input type="checkbox"/></span> <span>5 atau lebih <input type="checkbox"/></span> </div>
16	Bagaimana berkali-kali pernah anda menggunakan internet dalam tempoh 3 bulan atau lebih? <div style="display: flex; justify-content: space-between; padding: 5px 0;"> <span>Tiada <input type="checkbox"/></span> <span>1-2 <input type="checkbox"/></span> <span>3-4 <input type="checkbox"/></span> <span>5 atau lebih <input type="checkbox"/></span> </div>
17	Berapa lama akan anda biasanya menggunakan media untuk mencari maklumat dan pengiklanan? <div style="display: flex; justify-content: space-between; padding: 5px 0;"> <span>Tidak pernah <input type="checkbox"/></span> <span>2 jam atau kurang <input type="checkbox"/></span> <span>3-5 jam <input type="checkbox"/></span> <span>melebihi 5 jam <input type="checkbox"/></span> </div>

	Perasaan anda terhadap iklan						
		Sangat setuju	Setuju	Tidak Pasti	Tidak Setuju	Sangat	
18	Kebanyakan iklan akan keseronokan menonton dan menyeronokkan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
19	Iklan membantu orang ramai yang membeli perkara-perkara yang terbaik untuk mereka.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
20	Kebanyakan iklan memberitahu kebenaran.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
21	Apabila saya melihat atau mendengar sesuatu yang baru diiklankan, saya sering mahu membelinya.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
22	Kebanyakan pengiklanan menyediakan pengguna dengan maklumat penting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
23	Saya gembira kebanyakan iklan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
24	Iklan memberikan maklumat yang berguna	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
25	Iklan yang menarik untuk menonton dan melihat.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
26	Iklan-iklan di televisyen dan majalah adalah boleh dipercayai.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
27	Iklan-iklan di televisyen dan majalah adalah boleh dipercayai.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
28	Iklan-iklan di televisyen dan majalah boleh dipercayai.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
29	Pengiklanan maklumat membantu saya membuat keputusan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
30	Saya menggunakan iklan untuk membuat keputusan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Kebanyakan orang seolah-olah mempunyai lain-lain 'umur' selain rasmi mereka atau umur 'tarikh lahir'. Soalan-soalan yang telah dibangunkan untuk mengetahui tentang anda 'umur tidak rasmi. Sila nyatakan mana dekad usia anda MERASAKAN anda benar-benar kepunyaan									
		remaja	20s	30s	40s	50s	60s	70s	80s
31	Saya BERASA seolah-olah saya dalam ...	—	—	—	—	—	—	—	—
32	Saya MELIHAT seolah-olah saya dalam...	—	—	—	—	—	—	—	—

33	Saya MELAKUKAN perkara yang kebanyakan seolah-olah saya berada di usia...	___	___	___	___	___	___	___
34	Saya MELAKUKAN perkara yang kebanyakan seolah-olah saya berada di usia...	___	___	___	___	___	___	___

### **IKLAN SET 1**

Ambil seketika untuk mengkaji iklan A, B, C, dari SET 1 dan kemudian Sila nyatakan perasaan anda terhadap iklan setiap Jadual di bawah:

			Sangat setuju	Setuju	Tidak Pasti	Tidak Setuju	Sangat tidak
35	Iklan adalah sangat menarik kepada saya.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36	Saya mungkin akan skip iklan jika saya melihat di dalam majalah.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
37	Iklan ini dapat menarik perhatian dan memikat hati saya	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
38	Iklan membuatkan saya ingin membeli jenama yang ditawarkan.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
39	Saya kurang berminat pada iklan ini.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
40	Saya tidak menggemari iklan ini	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
41	Iklan ini membuat saya rasa bagus.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
42	Iklan ini adalah yang terbaik.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
43	Inilah jenis iklan anda lupa dengan mudah.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
44	Ini adalah iklan yang menarik.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
45	Saya letih jenis pengiklanan ini.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
46	Iklan ini tidak menarik.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Tolong beritahu penulis bagaimana anda rasa tentang orang-orang di dalam iklan di bawah. (Rujuk iklan SET 1)

			Terlampau Kuat	Sangat Kuat	Kuat	Agak Kuat	Tidak Pasti	Agak Lemah	Lemah	Sangat Lemah	Terlampau
47	Menarik	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
48	Menawan	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
49	Menenangkan	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
50	Berwarna-warni	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

51	Meyakinkan	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
52	Teruja	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
53	Senang mengingati	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
54	Senang faham	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
55	Sangat menarik	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
56	Lembut	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
57	Segar	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
58	Rasa baik	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
59	Cantik dipandang	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



60	Sangat penting kepada saya	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
61	Meriah	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			Terlampau Kuat	Sangat Kuat	Kuat	Agak Kuat	Tidak Pasti	Agak Lemah	Lemah	Sangat Lemah	Terlampau Lemah
62	Bermakna	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
63	Baru	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
64	Menyenangkan	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
65	Mudah	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
66	Tajam	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
67	Bernilai melihat	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
68	Diingati	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Mengambil masa seketika untuk mengkaji iklan A, B, C, dari Set 2 dan kemudian berikan reaksi anda kepada model di dalam iklan tersebut, tidak berapa anda gambarkan itu di dalam jadual di bawah:

			Sangat setuju	Setuju	Tidak Pasti	Tidak Setuju	Sangat tidak setuju
69	Aktif	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
70	Sukakan cabaran	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
71	Hidup	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
72	Geli hati	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
73	Prihatin	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
74	Menarik	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
75	Marah	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
76	Marah	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
77	Kasih sayang	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
78	Teruk	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
79	Membosankan	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
80	Tenang	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
81	Ambil Berat	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
82	Riang	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(Sambungan)

			Sangat setuju	Setuju	Tidak Pasti	Tidak Setuju	Sangat tidak
83	Ceria	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
84	Yakin	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

85	<b>Tertekan</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
86	<b>Jijik</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
87	<b>Kusam</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
88	<b>Emosi</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
89	<b>Bertenaga</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
90	<b>Jengkel</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
91	<b>Baik Hati</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
92	<b>Kesepian</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
93	<b>Tenang</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
94	<b>Sedih</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

95	<b>Sentimental</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
96	<b>Menyentuh Perasaan</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
97	<b>Besar Hati</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Mengkaji semua iklan A, B, dan C dari SET 3 dan sila nyatakan perasaan anda pada bagaimana anda dilihat orang-orang yang lebih tua dalam iklan tersebut.

			Sangat setuju	Setuju	Tidak Pasti	Tidak Setuju	Sangat tidak setuju
98	<b>Menarik</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
99	<b>Tidak Menarik</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
100	<b>Cantik</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
101	<b>Buruk</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
102	<b>Bergaya</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
103	Tidak Bergaya	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
104	Boleh dipercayai	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
105	Tidak Boleh Dipercayai	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(Sambungan)

			Sangat setuju	Setuju	Tidak Pasti	Tidak Setuju	Sangat tidak
106	Elegan	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
107	Biasa	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
108	Berpengalaman	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
109	Tidak Berpengalaman	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

110	<b>Jujur</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
111	<b>Tidak Jujur</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
112	<b>Berpengetahuan</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
113	<b>Kurang Berpengetahuan</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
114	<b>Disukai</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
115	<b>Tidak Disukai</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
116	<b>Seksi</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
117	<b>Tidak Seksi</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
118	<b>Jujur</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
119	<b>Tidak Jujur</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(Sambungan)

			Sangat setuju	Setuju	Tidak Pasti	Tidak Setuju	Sangat tidak
120	<b>Mahir</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
121	<b>Kurang Mahir</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
122	<b>Kuat</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
123	<b>Lemah</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
124	<b>Boleh dipercayai</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
125	<b>Tidak Boleh Dipercayai</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



## Pengakhiran

126. Adakah anda:      Lelaki ☐      Perempuan ☐

127. Berapa umur anda? \_\_\_\_\_ tahun

128. Adakah anda: Melayu ☐      Cina ☐      India ☐      Lain-lain ☐ (nyatakan) \_\_\_\_\_

129. Adakah anda: Berkahwin ☐      Tidak pernah berkahwin ☐      Berceraai ☐      Balu (Kematian) ☐

130. Jika anda belum/tidak berkahwin, adakah anda mempunyai pasangan? Ya ☐      Tidak ☐

131. Adakah anda:      Bekerja ☐      Surirumah ☐      Pesara ☐      Tidak bekerja ☐

132. Jika pesara: Berapa lama sudah bersara? \_\_\_\_\_

133. Adakah persaraan secara sukarela? Ya ☐      Tidak ☐

134. Pendapatan (mingguan)

Kurang daripada RM100 ☐ RM100-RM200 ☐      RM200-RM300 ☐      RM300-RM400 ☐      RM400-RM500 ☐

RM500 dan lebih ☐

TERIMA KASIH SUDI MELUANGKAN MASA 😊

## **APPENDIX D**

### **FIRST DRAFT OF QUESTIONNAIRE**

The purpose of this study is to analyse Malaysian advertising. This questionnaire is designed to obtain information for the purpose of the author's PhD research. All the information given or any personal details **will be strictly confidential** and will be use for academic and not commercial purposes.

There are no right or wrong answers, we just want to know how you feel

**Please tick(/) one box for each statement.**

Your Media Use		Strongly	Agree	Uncertain	Disagree	Strongly
1	I watch television and read magazines to kill time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	I watch television and read magazines to not to feel bored.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	I watch television and read magazines to forget about any problems.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	I watch television and read magazines to check out what's going on around me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	I watch television and read magazines to advance my intellectual growth.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	I watch television and read magazines to find out what's going on in my country.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	I watch television and read magazines to check on the advertisements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	To make sure I buy the right product or brand, I often look at advertisements to see what others are buying and using.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	If I have little experience with a product, I often check with advertisements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	I often consult advertisements to help choose the best alternative available from a product class.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	I often gather information from advertisements about products before I buy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	How You Spend Your Time
12	<p>How long do you spend watching television on an average weekday?</p> <p>Less than 1 hour <input type="checkbox"/>      1-3 hours <input type="checkbox"/>      4-5 hours <input type="checkbox"/>      more than 5 hours <input type="checkbox"/></p>
13	<p>How long do you spend watching television in an average weekend?</p> <p>Less than 1 hour <input type="checkbox"/>      1-3 hours <input type="checkbox"/>      4-5 hours <input type="checkbox"/>      more than 5 hours <input type="checkbox"/></p>
14	<p>About how many magazines do you read in an average month?</p> <p>None <input type="checkbox"/>      1-2 <input type="checkbox"/>      3-4 <input type="checkbox"/>      5 or more <input type="checkbox"/></p>
15	<p>About how many books have you read in the past 3 months or so?</p> <p>None <input type="checkbox"/>      1-2 <input type="checkbox"/>      3-4 <input type="checkbox"/>      5 or more <input type="checkbox"/></p>
16	<p>About how many times have you used the internet in the last 3 months or so?</p> <p>None <input type="checkbox"/>      1-2 <input type="checkbox"/>      3-4 <input type="checkbox"/>      5 or more <input type="checkbox"/></p>

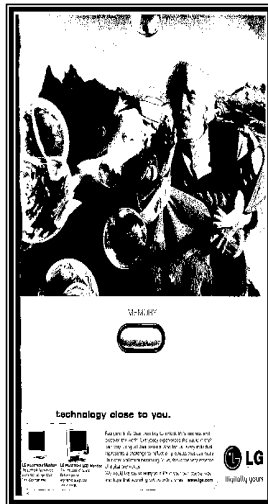
	Your Feeling Towards Advertisements						
		Strongly	Agree	Uncertain	Disagree	Strongly	
17	Most advertisements are fun to watch and enjoyable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
18	Advertisements help people buy things that are best for them.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
19	Most advertisements tell the truth.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
20	When I see or hear something new advertised, I often want to buy it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
21	Most advertising provide consumers with essential information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
22	I enjoy most advertisements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
23	Advertisements provide useful information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
24	Advertisements are interesting to watch and to look at.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
25	Advertisements on television and magazines are credible.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
26	Advertisements on television and magazines are trustworthy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
27	Advertisements on television and magazines are believable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
28	Advertising information helps me make decisions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
29	I use advertisements to make decisions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Most people seem to have other 'ages' besides their official or 'date of birth' age. The questions that follow have been developed to find out about your 'unofficial' age. Please specify which age decade you **FEEL** you really belong to

		teens	20s	30s	40s	50s	60s	70s	80s
30	I FEEL as though I am in my...	—	—	—	—	—	—	—	—
31	I LOOK as though I am in my...	—	—	—	—	—	—	—	—
32	I DO most things as though I were in my...	—	—	—	—	—	—	—	—

33 My INTERESTS are mostly those of a person in his/her...    —    —    —    —    —    —    —    —

## SET 1 ADVERTISEMENTS



Advertisement A



Advertisement B



Advertisement C

Take a few moments to study the adverts A, B, C, from **SET 1** and then please give your feelings toward each advertisement in the table below:

			Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
34	The advertisement is very appealing to me.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35	I would probably skip the advertisement if I saw it in a magazine.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36	The advertisement will is heart-warming advertisement.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
37	The advertisement makes me want to buy the brand it features.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
38	The advertisement has little interest for me.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
39	I dislike this type of advertisement.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
40	The advertisement makes me feel good.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
41	This is a wonderful advertisement.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



42	This is the kind of advertisement you forget easily.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
43	This is a fascinating advertisement.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
44	I am tired of this kind of advertising.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
45	The advertisement leaves me cold.	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please tell the author how you feel **about the people in the advertisements** below. (Refer to **SET 1** advertisements)

			Extremely Strong	Very Strong	Strong	Somewhat Strong	Uncertain	Somewhat Weak	Weak	Very Weak	Extremely Weak
46	Appealing	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
47	Attractive	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
48	Comforting	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
49	Colourful	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
50	Convincing	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
51	Exciting	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
52	Easy to remember	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
53	Easy to understand	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
54	Fascinating	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
55	Gentle	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
56	Fresh	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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57	In good taste	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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58	Interesting	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
59	Important to me	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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60	Lively	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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			Extremely Strong	Very Strong	Strong	Somewhat Strong	Uncertain	Somewhat Weak	Weak	Very Weak	Extremely Weak
61	Meaningful	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
62	New	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
63	Pleasant	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
64	Simple	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
65	Sharp	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
66	Worth looking at	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
67	Worth remembering	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

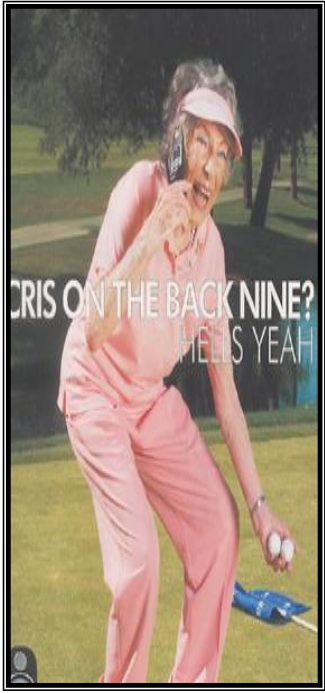
**SET 2 ADVERTISEMENTS**



**Advertisement A**



**Advertisement B**



**Advertisement C**

Take a few moments to study the adverts A, B, C, from **Set 2** and then please give **your reactions** to the **models in the advertisements**, not how you would describe it in the table below:

			Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
68	Active	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
69	Adventurous	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
70	Alive	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
71	Amused	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
72	Attentive	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
73	Attractive	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
74	Angry	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
75	Annoyed	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

76	Affectionate	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
77	Bad	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
78	Bored	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
79	Calm	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
80	Concerned	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
81	Carefree	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(continued)

			Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
82	Cheerful	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
83	Confident	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Depressed	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

84		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
85	Disgusted	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
86	Dull	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
87	Emotional	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
88	Energetic	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
89	Irritated	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
90	Kind	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
91	Lonely	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
92	Peaceful	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
93	Sad	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Sentimental	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



94		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
95	Touched	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
96	Warm-hearted	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### SET 3 ADVERTISEMENTS



Advertisement A



Advertisement B



Advertisement C

Study all the adverts A, B, and C from **SET 3** and please give your feelings on how you perceived older people in those advertisements.

			Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
97	Attractive	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
98	Unattractive	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
99	Beautiful	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
100	Ugly	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
101	Classy	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
102	Not Classy	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
103	Dependable	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
104	Undependable	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(continued)

			Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
105	Elegant	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
106	Plain	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
107	Experienced	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
108	Inexperienced	Ad A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Ad C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

109	<b>Honest</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
110	<b>Dishonest</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
111	<b>Knowledgeable</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
112	<b>Unknowledgeable</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
113	<b>Reliable</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
114	<b>Unreliable</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
115	<b>Sexy</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
116	<b>Not sexy</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
117	<b>Sincere</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
118	<b>Insincere</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(continued)

			Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
119	<b>Skilled</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
120	<b>Unskilled</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
121	<b>Strong</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
122	<b>Weak</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
123	<b>Trustworthy</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
124	<b>Untrustworthy</b>	<b>Ad A</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad B</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Ad C</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### And Finally

125. Are you: Male ☐ Female ☐

126. How old are you? \_\_\_\_\_ years

127. Are you: Malay ☐ Chinese ☐ Indian ☐ Others ☐ (please specify) \_\_\_\_\_

128. Are you: Married ☐ Single (Never married) ☐ Divorced/ Separated ☐ Widowed ☐

129. If you are not currently married, do you have partner? Yes ☐ No ☐

130. Are you: Working ☐ Housewife ☐ Retired ☐ Unemployed ☐

131. If retired: How long ago did you retire? \_\_\_\_\_

132. Was your retirement voluntary? Yes ☐ No ☐

133. Income (per week)

Less than RM100 ☐ RM100-RM200 ☐ RM200-RM300 ☐ RM300-RM400 ☐ RM400-RM500 ☐

RM500 and above ☐

THANK YOU FOR YOUR TIME😊

## **APPENDIX E**

### **ETHICS APPROVAL**



From: Williams, Mandy  
Sent: 09 December 2011 13:08  
To: Idris, Izian  
Subject: Ethical Approval

[cid:image002.gif@01C8E504.0FF71250]

Ethical Approval

10/BLW013 - Izian Idris, Older people as models in television and print advertisements

Liverpool John Moores University Research Ethics Committee (REC) has reviewed the above application and following the satisfaction of provisos, I am happy to inform you the Committee are content to give a favourable ethical opinion and recruitment to the study can now commence.

Approval is given on the understanding that:

- \* any adverse reactions/events which take place during the course of the project will be reported to the Committee immediately;
- \* any unforeseen ethical issues arising during the course of the project will be reported to the Committee immediately;
- \* any substantive amendments to the protocol will be reported to the Committee immediately;
- \* the LJMU logo is used for all documentation relating to participant recruitment and participation eg poster, information sheets, consent forms, questionnaires. The JMU logo can be accessed at [www.ljmu.ac.uk/images/jmu/logo](http://www.ljmu.ac.uk/images/jmu/logo)

For details on how to report adverse events or amendments please refer to the information provided at [http://www.ljmu.ac.uk/REGS/REGS\\_Docs/EC8Adverse.pdf](http://www.ljmu.ac.uk/REGS/REGS_Docs/EC8Adverse.pdf)

Please note that ethical approval is given for a period of five years from the date granted and therefore the expiry date for this project will be October 2015. An application for extension of approval must be submitted if the project continues after this date.

Yours sincerely

Mandy Williams  
Research Support Officer  
Liverpool John Moores University  
Research Support Office  
4th Floor, Kingsway House  
Hutton Garden  
Liverpool L3 2AJ  
t: 0151 904 6467  
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## **APPENDIX F**

## **PUBLICATION**



VOLUME 6 ISSUE 3

The International Journal of

# Aging and Society

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## The Representation of Older Adults in Malaysian Advertising

IZIAN IDRIS AND LYNN SUDBURY-RILEY

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# The International Journal of Aging and Society

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# The Representation of Older Adults in Malaysian Advertising

Izian Idris, University of Liverpool, UK  
Lynn Sudbury-Riley, University of Liverpool, UK

*Abstract: This paper presents the results of a content analysis of older adults in Malaysian advertising. It is the first study to utilize both print and television advertisements. Despite a global ageing population, many businesses in general and advertisers in particular have been criticized for not meeting the needs of older consumers. Previous content analyses reveal that older adults are vastly under-represented, and this is true across many countries in the world. The present study finds that while older women are still slightly underrepresented, there appears to be progress made in that greater numbers of older adults are now included in mainstream advertising. Moreover, these seniors are depicted as relatively happy, active, and physically strong and are utilized in ads for a range of different products. The study is the first content analysis to tentatively suggest that business is now beginning to respond to the shift in demographics.*

*Keywords: Older Adults, Advertising, Portrayal, Seniors, Content Analysis*

## Introduction

The rapidly ageing population of the industrialized world is well documented with projections suggesting that by 2050 the over-60s will comprise a third of the population in the developed world. The numbers of very old are also increasing, and by 2050 there will be 379 million people aged eighty and above (United Nations 2010). Globally, senior consumers (those aged 50+) comprise 1.4 billion adults—almost 21% of the world's population (US Census Bureau 2011). In Asia-Pacific, older consumers comprise not only the fastest growing but also the wealthiest of all segments (Walker 2011). While Malaysia's current population does not reflect the astonishing proportions of old people that can be found in some countries, it is nevertheless experiencing a phenomenal demographic transition. The United Nations populating ageing projects (2010) suggest that by 2025 this number will rise to 13.4%. Increasingly, international researchers are using age fifty as the cut-off age for studying older consumers (Sudbury-Riley, Kohlbacher, and Toth 2012). However, the Malaysian government has adopted age sixty as the threshold for formulating plans for older adults (Ong and Phillips 2007). Consequently, no precise figures for those Malaysians who are over fifty exist, but analysis of the UN statistics suggests that currently approximately 15% of the population is aged 50+. More importantly, the standard of living for older consumers in Malaysia is increasing, and they have access to substantial disposable and discretionary income (Ong, Kitchen, and Jama 2008).

Malaysian-based empirical research into marketing and advertising to older consumers is sparse, and there is evidence to suggest that many businesses are not yet properly prepared to serve this growing and increasingly important market (Walker 2011) despite the fact that many international researchers have shown that this group responds to and depends on advertisements for information (Simcock and Sudbury 2006). The research presented here is part of a larger study into older adults in Malaysian advertising. The first stage to any marketing plan is to ascertain an answer to the question, "Where are we now?" This paper answers that question insofar as it analyses the numbers and portrayals of seniors in both print and television advertisements, and is the first empirical study in Malaysia to do so. An analysis of the ways in which a segment of the population is represented and portrayed in advertising is important because advertising both reflects and shapes wider stereotypes and social attitudes. The current study utilizes content analysis to evaluate both print and television advertising in order to provide

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a comprehensive overview of the representation and portrayal of this important demographic segment in a developing country.

### **The Importance of Advertising**

While the basic function of advertising is to provide information, create awareness, and assist consumers to make purchase decisions (Ayanwade, Almi, and Ayanbimipe 2005), social scientists also acknowledge its pervasive and persuasive characteristics that can lead to unintended negative outcomes. Advertising is therefore an important socialization agent in any society (Pollay 1986). It follows, then, that the ways in which people are portrayed in advertising is important from both marketing and social perspectives.

Advertising has been particularly condemned for its stereotypical and negative depictions of older people, including portraying them as “feeble, foolish or inept” (Smythe 1996, 113), and has recently been criticized for being out of touch with modern society (Robinson et al. 2008). Indeed, relatively recent research suggests that little has changed over the last quarter of a century, with many people believing that older people suffer loneliness, boredom, and dissatisfaction with life (Tornstam 2007). Because of improved health, diets, and advances in medical care, people are living longer and healthier lives (McKean Skaff 2006) and consequently feel much younger than their actual age (Barak 1998; Sudbury 2004). Today’s older consumers, then, are unlikely to be able to identify with such negative images, and associated advertising messages will therefore be less effective. At the same time, negative images can reinforce and shape the attitudes of younger people toward older adults, can damage the self-esteem of older adults, (Robinson et al. 2008) as well as affect a person’s own developmental trajectory (Williams, Wadleigh, and Ylännä 2010).

Two similar theories highlight the potentially serious consequences if a negative portrayal is internalized by an older person. The first, “Social Breakdown Syndrome” (Kuypers and Bengston 1973) suggests that one’s sense of self is a function of the kind of social labelling and valuing that one experiences in ageing. Due to vulnerability owing to the nature of social reorganization in later life (for example, a lack of positive reference groups or role loss), negative portrayals can have a detrimental effect on a person’s self-concept (Brown and Moschis 2006). Discouraged older adults tend to view themselves and other old people as inactive, incapable, and undesirable (Myers 1999). The process of social breakdown then becomes a vicious circle where the individual is vulnerable to and dependent on sources of external labelling. This eventually leads to society’s negative view of older people being internalized by the individual, creating further susceptibility, and thus continuing the cycle (Kuypers and Bengston 1973). The theory has previously been applied to mass-media advertising where it was found that exposure to advertising was negatively related to self-esteem and perceptions of the elderly in general among older consumers (Smith, Moschis, and Moore 1984).

Labelling theory (Rodin and Langer 1980) is an alternative attempt to explain causes and outcomes of labelling individuals with stigmatized statuses (Tepper 1994). The theory posits that the mere presence and application of negative labels and stereotypes can lead to negative outcomes, including low self-esteem and even age-stereotyped behavior. Similarities between labelling theory and the social breakdown model are apparent. Both suggest that older people may internalize negative stereotypes, leading to lowered self-esteem, which in turn decreases their ability to exercise control over the environment. The models differ, however, in the starting point of the process. The social breakdown model suggests that an older person becomes susceptible to negative labelling because of the lack of normative guidance and role loss that typically accompanies the movement from middle to old age, while labelling theory suggests that merely the presence and application of negative labels and stereotypes can lead to negative outcomes. Both models agree that assigning people a label influences subsequent behavior, a suggestion that has much empirical support (Tybout and Yalch 1980; Breakwell 1986). Positive



portrayals of what it means to be old are particularly important then. Indeed, findings suggest people increasingly rely on the media as they age (Festervand and Lumpkin 1985; Steven 1981). Theories of successful ageing therefore propose that positive portrayals of old age in communication and media are important in order to aid individuals in adapting to older age (Nussbaum, Thompson, and Robinson 1989). Hence, advertising should depict older adults as physically healthy, intellectually capable, and socially active (Roberts and Zhou 1997) in order to boost self-esteem among older adults. At the same time, such positive portrayals can positively impact the ways in which older adults are treated by society as a whole (Rodin and Langer 1980).

## **Older Adults in Advertising**

Not all writing suggests advertising depicts older adults in a negative way. Indeed, an extensive review of the literature led Evers (1998, 20) to conclude that “there is little commercial interest in presenting older people at all,” and this finding has been echoed by content analyses conducted across a range of advertising media, including print media where high numbers of the target readership are over fifty years old (Carrigan and Szmigin 2000) and for products oriented to seniors (Peterson 1995). This underrepresentation is particularly pertinent for older females (Raman et al. 2006; Sudbury and Simcock 2006). The underrepresentation of older adults in advertisements is not limited to a minority of countries and cultures but has been found to exist in Australia (Higgs and Milner 2005), Canada (Davis and Carson 1998; Zhou and Chen 1992), Germany (Kessler, Schneider, and Bowen 2009), India (Harwood and Roy 1999), Japan (Prieler et al. 2009), South Korea (Lee et al. 2006), Taiwan (Morton and Chen 2009), the UK (Carrigan and Szmigin 1998; Simcock and Sudbury 2006), and the United States (Robinson 1998; Tupper 1995).

Potential reasons for this neglect include outdated misconceptions, prejudices (Mumel and Prodnik 2005), and stereotypes (Niemelä-Nyrhinen 2007), the belief that youth is glamorous whilst middle-aged is not (Schewe 1991), the belief that older people do not want to see older models in advertising (Nelson and Smith 1988), or that marketers themselves are young and are therefore unable to empathize with older consumers (Treguer 2002; Waite 2008). Greco (1989) found reluctance among advertising executives to use older models for mainstream products, even for products where older persons are above-average users, due to a fear that younger buyers would be deterred if older adults were used.

When advertising does include an older model, the evidence pertaining to how seniors are depicted is less clear cut. Some studies find older adults are used in a stereotypical and negative way (Davis and Carson 1998; Zhou and Chen 1992). Bailey, Harrell, and Anderson (1993) found that there had been some improvement in the portrayal of older women in US magazine advertising, and while Peterson (1992; 1995) found the depictions of older adults to be less favorable than their younger counterparts, these differences were not statistically significant. A further body of research suggests criticisms regarding negative portrayals have been exaggerated and found that when older models are used, they are depicted in a positive light (Carrigan and Szmigin 1998; Gantz, Gartenberg, and Rainbow 1980; Langmeyer 1993; Simcock and Sudbury 2006; Swayne and Greco 1987; Ursic et al. 1986).

Finally, there is overwhelming evidence to suggest that the roles (major, minor, background) given to older adults in advertising tend to be minor or background (Roy and Harwood 1997; Swayne and Greco 1987; Zhou and Chen 1992). Additionally, advertisements that do feature older adults tend to be for limited product categories with older adults rarely featuring in ads for products such as cosmetics and other beauty products, clothing and fashion, and cars (Carrigan and Szmigin 1998; Simcock and Sudbury 2006).

## Asia and the Special Case for Malaysia

The majority of research pertaining to ageing consumers has been conducted in Western countries and cannot always be applied to the East because of cultural differences. Respect for older adults is profoundly rooted in the norms of Asian collectivist culture (Sug 2001). In contrast, social behavior in Western individualist cultures is guided by personal attitudes (Kashima et al. 1992) and the accomplishment of individual goals is stressed. Cuddy, Norton, and Fiske (2005) found that Westerners stand alone in their perception of older adults as warm and caring though feeble. Liu et al. (2003) found that older adults in Chinese society are respected and revered for their wisdom and experience, with older adults being perceived as optimistic, generous, and health conscious. Ironically, as Ng et al. (2002) note, some aspects of Asian culture, particularly filial piety, may have perpetuated older adults as being invisible from the marketplace, due to them being treated with “venerable respect rather than as active participants” (Ong and Phillips 2007, 88). However, a study by Gerlock (2006) claims that there are mixed feelings towards older adults in Asian countries, suggesting this traditional pattern may be shifting. Some older adults in Asia lack self-confidence about their capabilities and due to deteriorating health they are beginning to feel like a burden to their families. Gerlock (2006) further adds that in several Asian countries, particularly Bangladesh, Hong Kong, Korea, and China, those older adults who are poor are concerned about growing old, feeling that survival is difficult and surrounded by uncertainty and even suffering.

Most Eastern studies pertaining to age and culture focus on the Chinese population, and there are vast differences between China and Malaysia. Malaysia is unique in that its population is multi-ethnic (Malaysia Demographic Profile 2014), comprising Malays and other Bumiputera groups (61%), as well as large proportions of Chinese (24%), Indians (7%), and other ethnic groups (8%). Differences between the ways in which these ethnic groups age have been found (Tengku Aizan and Masud 2010) and each group displays different cultural characteristics (Rabieyah and Hajar 2003), which affects their consumer behavior (Ong, Kitchen, and Jama 2008; Moschis and Ong 2011). The ways in which older adults in general, and perhaps the different ethnic groups in particular, are portrayed in advertising is therefore worthy of investigation, especially in light of the fact that different languages are widely used across Malaysian television, print, and radio advertisements.

Limited facts are available with regards to financial behaviour and wealth of Malaysians, particularly the very old (Tengku Aizan and Masud 2010; Sabri et al. 2010). Nevertheless, Ong and Phillips (2007) found older Malaysians to be rather discerning, price conscious consumers with good ability to discriminate, a finding that suggests they are not very different from their senior counterparts in many other countries (Sudbury and Simcock 2009). Yet, in line with so many other countries, older consumers in Malaysia “tend to be either ignored or thought of as small and insignificant” (Ong and Philips 2007, 88). As Asian markets are growing (Shao, Raymond, and Taylor 1999), advertising plans and tactics in Asia are considered to be particularly important (Tai 1997). Consumers favor advertisements that serve core cultural values (Zhang and Gelb 1996) and consider local cultural values to be particularly persuasive (Gregory and Munch 1997; Taylor and Stern 1997).

Only one previous study has ever investigated older adults in Malaysian advertising. Based on a sample of 494 television advertisements that featured people, Ong and Chang (2009) found 9.5% of these contained older adults. However, analysis of the actual numbers of people in these advertisements paints a different picture. Senior consumers were frequently depicted as part of an inter-generational group, rather than the focus of the ad itself. Indeed, in total 2566 people featured in these advertisements, but only 2.4% were seniors. In total, only four older men and three older women were featured in major roles, and no single advertisement contained solely older adults. When older models were used, they were mainly depicted in a positive way; however it is noteworthy that all of the older females that were utilized were portrayed in the



home. Finally, older models were overwhelmingly used in advertising for financial services products, followed by medicines and other health products. Not a single older person appeared in any advertisement for food, beverages, ICT, cosmetics, beauty products, electricity, cars, or transport.

Ong and Chang's study, published in 2009, comprised television advertising from 2008. There are signs that some businesses have begun to address the needs of older adults, although these do tend to limit their efforts to the needs of the very old (Walker 2011). Nevertheless, an increase in the numbers of older models would be expected, given the years that have elapsed since Ong and Chang completed their study. Moreover, the current study also includes print advertising, which has never before been considered.

## Method

### *Sample*

Advertisements appearing on the three major broadcast networks in Malaysia—TV3, TV8, and TV9—were recorded between 8pm and midnight for two weeks.

The ten most popular magazines in Malaysia (Media Guide 2011) were selected as the population for print advertising. There are no magazines specifically for older adults readers in Malaysia. It should be noted that not all of the top ten magazines published in Malaysia are country specific; rather, several are international publications. The top ten magazines that comprised the population for this study are *Times Magazine*, *Asian Week*, *Reader's Digest*, *Fortune*, *Forbes*, *The Edge*, *FHM*, *The Economist*, *Dewan Ekonomi*, and *Flavour*. From this population, a simple random sampling technique was used in order to select one 2011 edition from each magazine, thus the final sample comprised one edition of each publication (ten magazines in total) all of which were in print between January and December 2011. All full page and half page advertisements that contained human characters were analyzed. Advertisements that contained no people (product only), or non-human characters (cartoons, etc.) were excluded, as were ads without faces (such as hands or legs only).

### *Judges*

One of the authors and two independent judges coded and categorized both the TV and print advertisements. All judges have marketing related training; one is aged thirty-two and was chosen on the basis of his extensive knowledge of advertising and PR. The other is aged fifty-five, and was chosen because an older judge can improve reliability (Carrigan and Szmigin 1998). In line with previous content analyses (Zhou and Chen 1997) any differences or disagreements were discussed and consensus reached through discussion.

Ambiguity among researchers surrounds the ages at which the senior consumer market begins. For example, the starting age has been placed as forty-five (KeyNotes 1994), fifty (Alexander 1990; Banks 1992; Oliver 1995), fifty-five (Calver, Vierich, and Phillips 1993; Johnson 1995; Moschis 1992; Uncles and Ehrenberg 1990; Van Auken, Barry, and Anderson 1993), sixty (Wilkes 1992), and sixty-five (Day et al. 1988). Previous content analyses pertaining to older adults in advertising also lack consistency in terms when later life begins, which makes direct comparisons between studies difficult. Age forty-five (Peterson and Ross 1997), fifty (Atkin, Jenkins, and Perkins 1991; Kohlbacker, Prieler, and Hagiwara 2011; Simcock and Sudbury 2006), and sixty (Roy and Harwood 1997; Ylanne, William, and Wedleigh 2009) have all been used in previous content analyses. Malaysia uses age sixty as the starting point for deliberating aging trends and formulating plans for older adults, which follows guidance given by the United Nations World Assembly on Ageing in 1982. However, the retirement age in Malaysia is fifty-six, suggesting that the threshold for when a person enters "older age" is actually earlier than age sixty (Ong and Phillips 2007). Nevertheless, at least among market

practitioners and service providers, there does appear to be some agreement that age fifty is the starting point for this market. Such firms include tour operators offering specialist holidays, insurance firms offering age-related discounts, and services such as those offered by Saga, AARP, and Age-UK. Moreover, age fifty has become the key age at which many researchers begin to study older consumers (Sudbury-Riley et al. 2012), and this is the starting point for many age-related periodicals (for example, AARP's *The Magazine*, *Fifty-Plus News*) offered to seniors. On this basis, age fifty was chosen as the lower parameter for the older consumer market.

### ***Coding***

Content analysis has been used for over two centuries (Harwood and Garry 2003). With regards to consumer research, the seminal paper by Kassirjian (1977) developed a structure for the use of content analysis, which, with some refinements (Kolbe and Burnett 1991), remains one of the best templates for using the technique and forms the basis of this study. The first stage, in order to ensure a technique that is a "scientific, objective, systematic, quantitative, and generalisable description of communications content" (Kassirjian 1977, 10), is to ensure objectivity, which is the process by which nominal categories are developed (Kolbe and Burnett 1991). A model was judged to be aged fifty or above using the following criteria:

1. Age was directly mentioned, or the ad included any reference to retirement or being older.
2. Physiological indicators were apparent, such as extensive grey/white hair or balding; wrinkles of the skin on hands and face; the use of a walking-stick, wheelchair, or other mobility aid.

Product/service categories were developed based on previous content analyses and comprised fourteen different product/service sectors. When an older person was included in an ad, his/her race (Malay, Chinese, Indian, Others, Mixed) was noted. This was straightforward, based on language, skin color, and clothing. Additionally, their physical appearance (strong, weak), setting (residential, business, outdoor), and activity (sedentary, active) were categorized. Finally, judgement was made in terms of how older adults were depicted from an emotional perspective and categorized as positive (depicted as happy, having fun, light-hearted), negative (sad, depressed, weak, unhappy, miserable), or a mixture.

### **Results**

A total of 2230 television advertisements were analyzed, 1729 of which contained people. Of these, 277 (16%) contained older adults, which is approximately representative of the numbers of older adults in the Malaysian population. For the magazine sample, however, this was not the case. Of 2687 print advertisements analyzed, 1238 included people, and 304 of these (24.5%) contained older adults. A total of 581, or 19.5% of the sample, depicted at least one older adult either alone or as part of a group. Clearly, older people in advertising in Malaysia are not underrepresented.

Table 1 presents the breakdown of older adults by ethnicity and media. As can be seen from table 1, Chinese and Indians are slightly overrepresented in TV advertising, and this is the case for Indians in print advertising too. Almost one third (30%) of print advertising featuring older models does not contain the major races in Malaysia, which was expected given that many of the publications are international, thus more Western models were found. Nevertheless, it is clear that when older models are used, there is a variety of all ethnic groups, and also noteworthy is the healthy percentages of adverts (10% of TV and 16% of print) that depict older adults of different

racings mixed together. Only the Malays were underrepresented, with only 32% of all older models being Malay.

Table 1: Older Models by Ethnicity and Media (%)

<i>Race</i>	<i>Population Breakdown</i>	<i>TV</i>	<i>Print</i>	<i>Total</i>
<i>Malay</i>	61	46.2	19.4	32.2
<i>Chinese</i>	24	29.6	20.4	24.8
<i>Indian</i>	7	10.5	14.1	12.4
<i>Other</i>	8	3.2	29.9	17.2
<i>Mixture</i>		10.5	16.1	13.4

Table 2 clearly shows that when older models are used, they are given major roles. Indeed, of the ads containing older models, over half of TV and over two-thirds of print ads portrayed these older adults as central to the advertisement. Token (background) older models were not utilized at all in television advertising, and in less than 3% of print ads. Moreover, it seems that older adults are utilized in food and retail advertisements (Table 3) as well as health ads, though less than 10% are used in all other product categories.

Table 2: Older Models by Role and Media (%)

<i>Role Classification</i>	<i>TV</i>	<i>Print</i>	<i>Total</i>
<i>Major</i>	54.9	69.4	62.5
<i>Minor</i>	31.4	7.6	18.9
<i>Background</i>	0.0	2.6	1.0
<i>Product Expert</i>	0.0	6.9	3.6
<i>Celebrity</i>	13.7	13.5	13.6

Table 3: Older Models by Product Category and Media (%)

<i>Product Category</i>	<i>TV</i>	<i>Print</i>	<i>Total</i>
<i>Food</i>	25.6	15.5	20.3
<i>Retail</i>	20.6	11.2	15.7
<i>Health</i>	7.9	17.8	13.1
<i>Drinks</i>	15.5	0.0	7.4
<i>Insurance</i>	3.2	10.5	7.1
<i>Banking</i>	3.2	8.9	6.2
<i>Moral</i>	11.9	0.0	5.7
<i>Communication</i>	2.9	7.9	5.5
<i>Auto supplies</i>	2.9	4.9	4.0
<i>Vacation</i>	0.4	7.2	4.0
<i>Electronics</i>	0.0	7.2	3.8
<i>Restaurant</i>	0.4	5.6	3.1
<i>Education</i>	5.4	0.0	2.6
<i>Airlines</i>	0.0	3.3	1.7

Table 4 shows the portrayal of older adults in terms of emotions, activities, and physical abilities. Overwhelmingly, seniors are depicted as positive, in that they are depicted as happy, light-hearted, and having fun. It is perhaps noteworthy, however, that more than one-third of print advertisements featured seniors who were sad, depressed, or unhappy. Likewise, more than two-thirds of television advertising, compared to just over half of print ads, portrayed seniors as physically active. In contrast, three quarters of print ads depicted seniors as strong, while almost one third of television ads showed them as weak. Nevertheless, in the majority of Malaysian advertising, seniors are depicted as happy, active, and physically strong.

Table 4: Portrayals by Media (%)

	<i>TV</i>	<i>Print</i>	<i>Total</i>
<b><i>Emotion</i></b>			
<i>Positive</i>	80.9	65.8	73.0
<i>Negative</i>	11.6	34.2	23.4
<i>Changed</i>	7.6	0.0	3.6
<b><i>Activity</i></b>			
<i>Sedentary</i>	31.8	47.0	39.8
<i>Active</i>	67.5	53.0	59.9
<i>Mixed</i>	0.7	0.0	0.3
<b><i>Depiction of Physical Ability</i></b>			
<i>Strong</i>	64.3	75.3	70.1
<i>Weak</i>	31.4	24.3	27.7
<i>Mixed</i>	4.3	0.3	2.2

Tables 5 and 6 show gender differences, where it can be seen that almost half of all ads that did use older models used males, and a further fifth used both genders. Only one third used females. Thus, while over 13% of people-based ads featured an older male, only 10% featured an older female either alone or as part of a group. Nevertheless, both genders were depicted in major roles in more than half of these with fairly even splits in terms of product categories such as food and drink, health, banking, restaurants, and communication. In comparison to their female counterparts, older males featured in more ads for retail and moral-related messages and fewer in ads for insurance. Nor were older models restricted to home settings. Rather, one third of ads that did use older adults depicted them in business settings, and a further 40% showed them outdoors. Older females were not restricted to residential settings. Three quarters of older men and almost two-thirds of older women were depicted as physically strong, and the majority of ads that did feature seniors depicted them as active (60%), although it is perhaps noteworthy that over half did depict older women as sedentary in comparison to less than one third of older males.

Table 5: Older Models by Gender and Media (%)

Gender	TV	Print	Total
Male	66.4	28.3	46.5
Female	26.0	37.8	32.2
Mixed	7.6	33.9	21.3

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Table 6: Gender Depictions (%)

	<i>Male</i>	<i>Female</i>	<i>Mixed</i>	<i>Total</i>
<b><i>Role</i></b>				
<i>Major</i>	60.7	55.6	76.6	62.5
<i>Minor</i>	23.3	19.3	8.9	18.9
<i>Background</i>	0.4	2.7	1.6	1.4
<i>Product expert</i>	1.5	5.9	4.8	3.6
<i>Celebrity</i>	14.1	16.6	8.1	13.6
<b><i>Product Category</i></b>				
<i>Food</i>	19.3	23.5	17.7	20.3
<i>Retail</i>	21.1	11.2	10.5	15.7
<i>Health</i>	11.5	13.4	16.1	13.1
<i>Drinks</i>	7.0	10.7	3.2	7.4
<i>Insurance</i>	4.1	10.2	8.9	7.1
<i>Banking</i>	5.2	5.3	9.7	6.2
<i>Moral</i>	8.5	2.7	4.0	5.7
<i>Communication</i>	4.8	5.3	7.3	5.5
<i>Auto supplies</i>	4.4	1.6	6.5	4.0
<i>Vacation</i>	2.6	4.3	6.5	4.0
<i>Electronics</i>	2.2	4.8	5.6	3.8
<i>Restaurant</i>	3.0	3.2	3.2	3.1
<i>Education</i>	3.7	2.7	0.0	2.6
<i>Airlines</i>	2.6	1.1	0.8	1.7
<b><i>Setting</i></b>				
<i>Residential</i>	20.4	27.8	28.2	24.4
<i>Business</i>	30.7	34.8	35.5	33.0
<i>Outdoor</i>	45.9	36.4	32.3	39.9
<i>Mixture</i>	3.0	1.1	4.0	2.6
<b><i>Activity</i></b>				
<i>Sedentary</i>	30.7	51.9	41.1	39.8
<i>Active</i>	68.9	47.6	58.9	59.9
<i>Mixed</i>	0.4	0.5	0.0	0.3
<b><i>Depiction of Physical Ability</i></b>				
<i>Strong</i>	75.2	64.2	67.7	70.1
<i>Weak</i>	20.4	35.8	31.5	27.7
<i>Mixed</i>	4.4	0.0	0.8	2.2



## Discussion

Clearly, Malaysian advertising has made enormous progress in terms of both the numbers of advertisements that utilize older adults and the way these older adults are depicted. Contrary to previous content analyses conducted in the West (Carrigan and Szmigin 1998; Davis and Carson 1998; Kessler, Schneider, and Bowen 2009; Robinson 1998; Tupper 1995; Zhou and Chen 1992), other Eastern countries (Higgs and Milner 2005; Lee et al. 2006; Morton and Chen 2009; Prieler et al. 2009), and even Malaysia itself (Ong and Chang 2009), senior adults are not underrepresented, and are not depicted in a stereotypical manner. Indeed, seniors are portrayed as active, happy and light-hearted, physically strong, in an assortment of settings including outdoors and business scenarios, and are deemed suitable to feature in ads for a wide range of products and services. The latter point is particularly noteworthy, as for decades it was found that older models utilized only in advertising for particular products such as medicines, vitamins, and mobility products (Francher 1973; Simcock and Sudbury 2006).

These findings are important for three major reasons. First, because advertising is an important socialization agent (Pollay 1986), the ways in which older adults are depicted in advertising can impact the attitudes of other age groups toward the elderly. Older adults in Malaysian advertising are portrayed as active, happy, and are shown in a variety of settings, so the message sent to the rest of society is that older adults are not passive, miserable, and only fit for limited activities. In turn, these attitudes can impact the ways in which older adults are treated in society. Second, positive portrayals should have an optimistic impact on the self-esteem of older adults themselves (Robinson et al. 2008). Indeed, just as Social Breakdown Syndrome (Kuypers and Bengston 1973) and Labelling theory (Rodin and Langer 1980) suggest that negative portrayals can result in the internalization of negative traits such as inactivity and loneliness, so too should positive portrayals have a constructive impact on the belief systems of older adults, reinforcing the fact that even aged people can lead happy, productive, and active lives. Finally, positive portrayals should have a beneficial impact on the developmental trajectory of individuals (Williams, Wadleigh, and Ylänne 2010). Ultimately, then, positive advertising portrayal has benefits to the well-being of different cohorts in society.

While there is little evidence of older women being portrayed as stereotypically old, there is still an under-representation of older females in general. Perhaps this is due to the fact that in Malaysia, the educational levels and economic independence enjoyed by women still lags far behind that of elderly men (Rabieyah and Hajar 2003) and this difference is particularly large in rural areas (Ong 2002). Or perhaps the “double standard of ageing” first suggested by Bell (1970) and extended by Sontag (1972) is still present, albeit to a lesser degree than when it was first postulated. The double standard viewpoint argues that society believes ageing enhances a man but progressively destroys a woman, noting that “society is much more permissive about ageing in men” (Sontag 1972, 325), that being old and female—often referred to as double jeopardy—is worse than being old and male appears to be borne out by studies that found women are perceived to age more quickly than men (Drevenstedt 1976; Jackson 1974; Kogan 1979; Lipka 1987; Seccombe and Ishii-Kuntz 1991; Zepelin, Sills, and Heath 1987), and that women select younger ages than men as the best age to be (Staats 1996). Nevertheless, the current study does not find the degrees of invisibility (Simcock and Sudbury 2006) pertaining to older women that previous research reports.

## Conclusions

A little over twenty years ago, the first baby boomers were set to enter what was then called the “Grey Market,” a term first coined by Gelb (1978). At that time, there was an abundance of articles—many of them little more than journalistic—that stressed the importance of older consumers in demographic and economic terms (Barr 1994; Elliott 1995; Kreitzman 1994) and

warned companies that they must do more to target this potentially lucrative segment (Aldersey-Williams 1993; Banks 1990; Flanagan 1994; Fry 1992; Nicholason-Lord, 1995; Philp, Haynes, and Helms 1992; Peters 1994; Whetton 1990). What was lacking at that time, however, was a serious and empirically-based body of knowledge that aided managers in better understanding the motivations, attitudes, and preferences of these older adults. Academic research has made massive strides in the last two decades, and, while there are still large areas of senior consumer behavior that needs to be investigated, there is nevertheless a growing body of empirical literature that guides marketing practice. The study conducted here is the first to tentatively suggest that business is finally listening.

In 2014, the youngest baby boomers entered the senior market. The results of the study presented here show that, finally, seniors are being included in advertising and that major strides have been made in terms of the inclusion of older women. The next stage of the study is to ascertain attitudes towards these adverts in order to discover whether or not seniors themselves can relate to the ways in which they are depicted and whether or not younger audiences are alienated by them. Indeed, there are signs that the traditional aged stereotype of old, feeble, decrepit, and miserable is being replaced with one of an exaggerated positive image of retirement where all seniors are healthy, wealthy, and greedy (Tornstam 2007) after enjoying full employment, low mortgages, and generous pensions. For now, however, we must be content with the tentative conclusion that advertisers have at last begun to take note of the demographic time bomb that is global population ageing.

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